

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 29-SEP. 4, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE T/C						K E Y	HOUSEHOLD AUDIENCES AVG. SH. AVG. AUD. % % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
									TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN				
									PERS	WOMEN	18-49	18-49	18- 25- 35-	18- 18- 25- 35-	18- 18- 25- 35-	TOT. FEM.	TOT. TOT.												
									(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12- 17	12- 17	2- 11	6- 11	
EVENING																													
A DIFFERENT WORLD(R)						A	19.2	35	1736	1655	289	249	107	690	308	474	378	270	187	404	191	294	244	160	93	206	134	354	223
THU 8.30P 30 NBC 9						B~	17.0	33	1537	1651	304	260	105	717	316	493	411	283	189	429	210	316	253	164	89	197	119	303	200
212 99 CS 44						C~	22.3	37	2016	1744	341	287	102	797	318	517	448	327	233	453	199	310	266	190	115	199	114	299	195
A WHOLE LOTTA FUN(S)						A	7.0	13	633	1644	272	212	91	685	225	395	358	319	253	624	256	416	375	291	179	136	63^	199	139
SUN 8.36P 60 NBC																													
190 96 CV																													
8.30 - 9.00						A	6.4	12	579	1665	283	228	90	699	235	408	369	320	250	615	273	411	352	263	183	129	76^	222	155
9.00 - 9.30						A	7.5	14	678	1633	267	204	92	676	221	386	351	316	256	631	249	420	390	306	176	141	57^	185	128
9.30 - 10.00						A	6.8	13	615	1647	267	201	93	690	218	401	366	335	246	630	234	411	388	318	183	133	50^	194	144
ABC MONDAY NIGHT MOVIE(R)						A	8.4	15	759	1628	267	233	82	646	242	414	370	311	187	715	311	519	488	334	152	105	31^	163	78
MON 9.00P 120 ABC 3						B~	9.9	18	895	1509	328	262	64	783	258	456	414	373	274	519	184	317	311	260	162	78	38	125	74
205 97 FF 19						C~	14.5	23	1311	1581	328	260	83	805	264	483	454	397	258	548	195	340	324	270	162	106	55	118	71
THE RIGHT STUFF, PT.2																													
9.00 - 9.30						A	8.4	14	759	1621	253	223	77	614	228	400	356	298	178	723	312	527	509	339	145	86	22^	197	102
9.30 - 10.00						A	8.4	14	759	1640	255	228	88	633	247	414	365	301	175	706	300	523	495	334	142	120	34^	181	89
10.00 - 10.30						A	8.5	15	768	1641	280	244	82	668	250	429	378	323	192	723	320	523	487	335	157	109	36^	141	64
10.30 - 11.00						A	8.3	16	750	1611	280	237	80	667	243	414	380	321	201	709	311	502	461	328	162	102	34^	133	59^
ABC MOVIE SPECIAL-SAT(S,R)						A	9.2	19	832	1611	239	182	61	712	177	349	334	355	309	558	131	286	287	289	239	98	43^	243	165
SAT 8.00P 120 ABC																													
210 98 FF																													
THE JOURNEY OF NATTY GANN																													
8.00 - 8.30						A	7.5	17	678	1557	233	165	47^	737	154	319	318	365	359	538	122	266	272	268	243	70	31^	212	133
8.30 - 9.00						A	8.8	19	796	1586	247	184	58^	701	173	339	326	351	300	539	120	270	277	288	235	96	42^	250	161
9.00 - 9.30						A	10.1	20	913	1619	230	181	66	697	185	356	329	341	294	556	130	281	278	285	241	112	49^	254	176
9.30 - 10.00						A	10.3	20	931	1680	249	195	69	725	193	376	359	368	299	597	147	320	320	311	239	108	49^	250	182
ABC NEWS CLOSEUP(S)						A	10.5	19	949	1485	319	267	113	769	336	541	486	321	184	430	205	313	273	174	95	140	85	146	93
TUE 10.00P 60 ABC																													
217 99 DN																													
A REPORT ON FOSTER CARE																													
10.00 - 10.30						A	10.5	18	949	1492	320	268	114	764	337	543	488	321	179	413	198	305	266	170	86	151	91	164	100
10.30 - 11.00						A	10.5	19	949	1479	318	265	111	774	335	539	485	320	190	446	211	320	279	177	103	130	79	129	86
ABC SUNDAY NIGHT MOVIE(B,R)						A	8.8	17	796	1789	314	264	74	702	332	533	430	291	137	611	297	511	442	272	80	230	116	246	171
SUN 9.00P 139 ABC																													
156 81 FF																													
POLTERGEIST																													
9.00 - 9.30						A	7.4	14	669	1722	280	232	60^	675	275	484	409	299	157	593	243	454	407	291	112	201	100	252	176
9.30 - 10.00						A	8.1	15	732	1805	296	251	70	682	330	523	423	275	125	610	297	519	452	276	69	244	125	269	183
CONT'D																													

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

14 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 29-SEP. 4, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING		LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN					
									PERS	WOMEN		18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.						
									(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-	12-	2-	6-	
EVENING CONT'D																													
BILL COSBY SHOW(R)-CONT'D																													
THU	8.00P	30	NBC	10	B~	16.8	34	1519	1610	297	252	95	738	289	468	399	295	236	439	200	301	250	176	114	174	105	265	174	
	218	99	CS	50	C~	24.0	41	2170	1749	330	271	90	818	291	488	433	343	281	475	185	296	266	207	146	174	98	282	184	
BLACKE'S MAGIC(R)																													
FRI	9.00P	60	NBC	5	A	7.9	16	714	1531	295	226	56^	778	196	428	421	407	300	474	144	279	271	229	164	110	39^	169	116	
	201	96	SM	5	B~	6.9	14	624	1568	271	201	72	764	196	408	402	393	301	528	140	287	292	272	201	105	42	157	103	
	9.00 - 9.30				C~	6.9	14	624	1568	271	201	72	764	196	408	402	393	301	528	140	287	292	272	201	105	42	157	103	
	9.30 - 10.00				A	7.4	15	669	1512	304	241	59^	775	194	435	428	410	292	470	139	280	271	236	162	109	41^	159	109	
					A	8.3	16	750	1565	292	216	53^	790	199	427	421	409	310	482	149	281	275	225	169	113	38^	180	124	
CAVANAUGHS																													
MON	8.30P	30	CBS	4	A	10.5	18	949	1452	314	224	55	827	210	382	391	344	380	435	123	197	196	181	200	71	38^	120	85	
	210	95	CS	4	B~	8.0	14	723	1449	306	228	65	827	216	393	383	339	378	444	116	208	210	202	197	66	38	121	77	
					C~	8.0	14	723	1449	306	228	65	827	216	393	383	339	378	444	116	208	210	202	197	66	38	121	77	
CBS COLLEGE FTBL GAME																													
SAT	9.00P	215	CBS	1	A	7.4	17	669	1579	227	178	55^	540	156	279	270	251	231	852	274	509	505	394	286	90	14^	96	57^	
	212	99	SE	1	B	7.4	17	669	1579	227	178	55^	540	156	279	270	251	231	852	274	509	505	394	286	90	14^	96	57^	
					C	7.4	17	669	1579	227	178	55^	540	156	279	270	251	231	852	274	509	505	394	286	90	14^	96	57^	
FLORIDA STATE VS MIAMI																													
	9.00 - 9.30				A	6.1	13	551	1577	244	194	37^	616	156	285	290	282	290	772	222	409	414	333	310	69^	17^	121	60^	
9.30 - 10.00																													
					A	8.0	16	723	1599	228	173	39^	543	134	265	266	266	240	872	246	492	498	412	317	85	13^	99	60^	
	10.00 - 10.30				A	8.8	18	796	1681	226	181	54^	543	147	273	274	264	234	936	277	526	536	440	343	95	13^	107	64	
	10.30 - 11.00				A	8.3	18	750	1673	230	186	69	555	161	287	280	257	233	912	284	529	522	412	325	102	17^	105	63	
	11.00 - 11.30				A	7.6	17	687	1577	215	169	68	534	158	273	257	236	241	859	291	550	530	402	260	97	16^	87	52^	
	11.30 - 12.00				A	7.1	18	642	1539	225	171	69^	532	183	296	268	239	214	848	309	542	530	388	252	90	11^	69^	43^	
	12.00 - 12.30				A	5.9	17	533	1448	234	185	52^	490	165	293	270	225	179	771	296	522	511	372	190	96	14^	91	59^	
	12.30 - 1.00				A	5.1	16	461	1391	241	194	43^	496	168	297	279	225	185	715	292	494	464	334	169	85^	18^	96^	73^	
CBS COLLEGE FTBL POST-SAT																													
SAT	12.35A	5	CBS	1	A	4.4	14	398	1367	249	203	50^	518	172	310	292	238	196	661	271	459	404	298	168	91^	16^	97^	79^	
	211	99	SC	1	B	4.4	14	398	1367	249	203	50^	518	172	310	292	238	196	661	271	459	404	298	168	91^	16^	97^	79^	
					C	4.4	14	398	1367	249	203	50^	518	172	310	292	238	196	661	271	459	404	298	168	91^	16^	97^	79^	
CBS FRIDAY MOVIE(R)																													
FRI	9.00P	120	CBS	10	A	9.1	18	823	1625	245	192	50^	686	185	392	394	344	248	664	218	411	424	336	207	96	36^	178	114	
	204	94	FF	13	B~	8.9	18	805	1534	280	197	67	755	203	375	383	378	315	535	159	288	289	269	204	87	41	161	100	
					C~	9.2	19	832	1568	276	203	68	753	208	391	389	371	308	528	166	285	292	260	197	98	48	173	114	
KUNG FU: THE MOVIE																													
	9.00 - 9.30				A	8.7	17	786	1598	237	177	44^	695	169	371	380	347	280	631	201	386	390	308	207	96	39^	177	113	
	9.30 - 10.00				A	9.1	18	823	1656	249	193	46^	688	181	388	390	346	255	674	215	418	431	351	208	95	37^	199	130	
	10.00 - 10.30				A	9.2	18	832	1641	250	199	52^	638	195	410	403	349	232	671	223	421	439	348	201	98	35^	183	116	
	10.30 - 11.00				A	9.3	19	841	1621	248	199	56	682	194	403	405	337	232	684	236	423	441	339	214	98	35^	156	100	
CBS SPECIAL MOVIE PRSNT(S)																													
THU	9.00P	120	CBS		A	12.6	22	1139	1559	215	156	38^	692	168	342	336	348	299	650	192	361	380	334	233	98	31^	118	80	
	211	98	FF																										
CONT'D																													

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

16 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 29-SEP. 4, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE OF T/C					K E Y	HOUSEHOLD AUDIENCES AVG. AVG. AUD. SH AUD. % % 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN			
									PERS	WOMEN	18-49	18-49	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.				
									(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-17	12-17	2-6	11
EVENING CONT'D																												
CBS SPECIAL MOVIE PRSNT(-CONT'D TANK																												
9.00 - 9.30					A	10.3	18	931	1534	208	149	30^	694	152	318	321	345	321	619	157	308	338	322	255	84	25^	136	89
9.30 - 10.00					A	11.7	20	1058	1581	205	145	34^	705	170	344	342	351	302	652	191	358	377	332	239	94	26^	131	87
10.00 - 10.30					A	14.1	25	1275	1581	216	158	41	680	175	348	331	340	287	670	207	392	406	345	220	111	35^	120	80
10.30 - 11.00					A	14.3	26	1293	1536	228	168	44	692	172	351	346	354	292	651	202	372	387	333	225	99	34^	94	68
CBS SUMMER PLAYHOUSE					A	5.6	10	506	1645	326	261	79^	790	239	426	434	369	300	559	136	324	343	313	181	116	55^	180	105
TUE 8.00P 60 CBS 10					B~	6.0	11	542	1459	274	213	72	775	213	382	366	343	341	452	149	256	270	218	165	81	45	148	88
200 95 FV 11					C~	6.1	12	551	1478	277	210	71	779	209	376	360	353	346	475	147	262	266	229	170	83	46	152	86
FURTHER ADVENTURES					A	5.6	10	506	1632	322	254	86^	798	239	421	431	357	311	556	136	319	331	308	189	101	46^	177	101
8.00 - 8.30					A	5.6	10	506	1658	331	267	73^	782	239	431	437	380	289	562	135	329	355	319	173	131	63^	184	109
8.30 - 9.00																												
CBS SUNDAY MOVIE(B)					A	13.3	25	1202	1644	276	193	40	794	142	352	371	415	384	670	136	301	344	363	298	60	31^	119	71
SUN 9.00P 120 CBS																												
146 83 FF																												
HIGHER GROUND																												
9.00 - 9.30					A	12.7	24	1148	1573	274	189	41	797	138	350	368	415	393	636	113	268	309	341	306	50	31^	90	57
9.30 - 10.00					A	13.1	24	1184	1644	279	190	39^	805	144	357	376	426	389	666	138	297	336	358	302	58	30^	115	73
10.00 - 10.30					A	13.8	26	1248	1674	268	188	42	786	141	349	370	411	376	685	150	313	358	370	295	64	30^	138	80
10.30 - 11.00					A	13.6	26	1229	1679	285	206	39	789	146	353	369	408	378	688	143	322	368	379	291	69	31^	133	74
CBS TUESDAY MOVIE(R)					A	14.7	25	1329	1501	300	224	61	857	192	373	382	412	411	535	116	226	249	252	258	42	17^	68	35^
TUE 9.00P 120 CBS 7					B~	11.4	20	1031	1514	293	221	71	798	218	408	390	386	326	475	141	253	260	241	186	79	43	177	104
214 99 FF 15					C~	11.7	20	1058	1541	308	228	77	813	228	431	425	404	318	495	143	268	272	242	181	83	43	156	88
BLOOD & ORCHIDS, PT. 2					A	13.0	22	1175	1516	309	235	50	860	191	371	378	409	412	521	113	221	240	239	248	58	26^	78	40
9.00 - 9.30					A	14.0	23	1266	1499	305	229	61	866	199	373	383	407	417	526	111	219	245	250	255	40	16^	68	33^
9.30 - 10.00					A	15.8	27	1428	1498	301	225	68	855	195	380	385	417	405	537	113	225	251	260	260	38	16^	68	36
10.00 - 10.30					A	16.2	30	1464	1475	283	208	62	839	182	364	375	409	404	544	124	234	256	253	262	34	12^	58	31^
10.30 - 11.00																												
CHEERS(R)					A	19.0	33	1718	1590	304	268	118	703	306	486	391	273	191	473	227	347	297	187	106	185	105	229	134
THU 9.00P 30 NBC 8					B~	17.3	32	1564	1593	322	277	108	711	315	496	414	281	178	502	246	377	317	201	103	169	92	213	135
214 99 CS 47					C~	21.8	36	1971	1666	349	295	109	777	326	523	461	322	211	527	232	373	333	230	123	163	87	201	125
CHINA BEACH(R)					A	9.3	17	841	1434	327	274	59	708	256	462	423	321	206	462	178	335	305	222	102	115	59	148	102
WED 10.00P 60 ABC 2					B~	10.8	19	976	1550	338	284	77	737	299	503	444	320	187	545	217	397	373	266	111	130	56	133	89
220 99 GD 8					C~	12.0	21	1085	1524	330	286	100	741	307	524	481	339	168	561	239	416	401	272	108	114	50	107	63
10.00 - 10.30					A	9.2	16	832	1436	333	280	58	709	265	467	418	320	201	463	177	342	310	226	98	110	62	154	107
10.30 - 11.00					A	9.4	18	850	1432	321	269	61	707	248	456	427	322	210	462	179	329	300	218	105	120	56	143	97
DESIGNING WOMEN(R)					A	14.8	25	1338	1465	325	259	74	795	263	450	417	335	292	416	148	223	216	174	160	102	63	153	102
CONT'D																												

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

AUG. 29-SEP. 4, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
						AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+ 49	LOH 18-49 W/CH <3	W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
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AUG. 29-SEP. 4, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE T/C					K E Y	HOUSEHOLD AUDIENCES AVG. AVG. AUD. SH AUD. % % 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN			
									PERS	WOMEN	18-49	W/CH	18- 18- 25- 35-	18- 18- 25- 35-	TOT. TOT.	TOT. TOT.												
									(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11
EVENING CONT'D																												
NBC MOVIE OF THE WEEK-WE-CONT'D DESPERADO																												
9.00 - 9.30					A	11.8	21	1067	1549	252	205	84	642	231	416	379	302	182	610	214	376	359	299	187	121	54	176	124
9.30 - 10.00					A	13.4	23	1211	1561	252	203	83	667	223	414	391	331	203	628	211	387	387	322	190	113	53	153	104
10.00 - 10.30					A	13.4	24	1211	1577	254	201	86	698	233	428	406	353	215	653	224	398	400	329	207	99	50	126	83
10.30 - 11.00					A	13.8	26	1248	1572	251	204	88	708	233	443	412	366	214	664	226	412	412	336	205	99	54	100	66
NBC SUNDAY NIGHT MOVIE																												
SUN 9.36P 120 NBC 10					A	8.0	16	723	1678	284	222	87	706	278	449	386	318	213	634	232	423	407	313	169	137	55^	201	162
167 87 FF 45					B~	12.5	23	1130	1689	299	240	78	711	253	456	416	340	212	658	250	455	420	331	162	144	65	177	128
THE MAN WHO WASN'T THERE					C~	15.5	26	1401	1728	333	269	85	780	284	494	451	365	234	633	252	433	397	301	160	156	79	150	100
9.30 - 10.00					A	7.6	14	687	1737	285	223	90	729	274	463	404	335	222	655	247	448	425	330	170	141	57^	213	166
10.00 - 10.30					A	7.8	15	705	1681	278	220	89	697	287	452	369	307	206	648	252	449	422	319	160	126	51^	211	171
10.30 - 11.00					A	7.9	15	714	1680	292	232	98	707	298	465	397	304	199	622	235	421	416	297	156	139	60^	213	171
11.00 - 11.30					A	8.6	18	777	1654	283	217	77	705	264	430	381	325	225	623	205	388	381	309	190	147	57^	180	148
11.30 - 12.00					A	7.8	18	705	1615	290	219	79	698	239	423	394	343	214	629	213	411	374	321	180	120	41^	169	137
NEWHART(R)					A	10.7	19	967	1438	315	226	77	789	229	411	396	339	326	488	133	246	259	227	204	47^	27^	114	83
MON 8.00P 30 CBS 4					B~	8.8	16	796	1434	314	237	75	798	239	409	374	330	344	478	131	247	248	223	195	55	30	110	70
206 94 CS 4					C~	8.8	16	796	1434	314	237	75	798	239	409	374	330	344	478	131	247	248	223	195	55	30	110	70
NIGHT COURT(R)					A	18.2	31	1645	1559	315	276	117	703	297	490	408	288	191	505	223	363	329	216	113	170	86	181	107
THU 9.30P 30 NBC 7					B~	17.4	31	1573	1584	322	277	111	713	313	500	425	290	177	521	244	390	337	218	107	164	86	189	123
212 99 CS 15					C~	18.2	32	1645	1585	325	279	111	727	314	504	441	298	183	524	237	380	335	220	113	158	84	179	115
PERFECT STRANGERS(R)					A	8.4	18	759	1556	232	190	87	742	227	381	324	305	329	413	160	229	189	148	157	122	83	279	190
FRI 8.00P 30 ABC 10					B~	8.9	20	805	1562	265	201	77	755	232	397	344	315	304	441	159	252	232	186	140	136	80	244	169
200 96 CS 27					C~	9.8	20	886	1629	272	213	86	770	245	414	377	320	312	448	163	261	240	196	144	133	79	265	172
PRESIDENTIAL PORTRAIT					A	12.7	21	1148	1534	258	187	53	802	187	362	369	386	372	577	143	282	301	287	245	61	17^	95	55
TUE 9.55P 1 CBS 23					B~	9.9	17	895	1535	288	218	74	783	224	410	391	364	321	491	158	271	271	229	181	91	49	164	106
213 99 DO 117					C~	12.2	20	1103	1562	314	237	74	813	234	429	417	387	328	536	171	304	293	261	197	92	44	124	77
THU 9.52P 1																												
REPORTERS					A	3.6	8	325	1528	280	220	67^	671	212	366	342	292	258	684	262	399	419	334	206	47^	10^	126^	74^
SAT 8.00P 60 FOX 5					B~	3.3	7	298	1483	283	222	75	658	205	377	350	340	248	651	260	426	407	317	157	73	26^	129	76
121 85 DN 5					C~	3.3	7	298	1483	283	222	75	658	205	377	350	340	248	651	260	426	407	317	157	73	26^	129	76
8.00 - 8.30					A	3.8	8	344	1510	277	223	65^	647	214	366	336	286	236	663	241	386	401	338	199	71^	18^	129^	82^
8.30 - 9.00					A	3.4	7	307	1547	282	217	68^	698	209	366	349	297	284	706	286	412	438	330	214	19^	<<	124^	66^
SECOND START(S)																												
FRI 9.30P 30 ABC 5					A	8.9	18	805	1530	259	198	98	753	247	415	345	313	321	357	132	209	178	152	130	141	87	278	196
193 94 CS																												
60 MINUTES					A	13.6	29	1229	1522	228	158	38	797	113	271	268	334	487	656	105	246	285	301	347	33^	19^	37^	25^
CONT'D																												

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 29-SEP. 4, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE T/C					K E Y	HOUSEHOLD AUDIENCES AVG. AVG. AUD. SH AUD. % % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
								TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN				
								PERS	WOMEN	18-49	18-18+	18-18+	18-18+	25-35	35-55+	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOT. 12-17
EVENING CONT'D																												
60 MINUTES-CONT'D																												
SUN	7.00P	60	CBS	10	B~	15.1	33	1365	1484	251	169	38	766	132	277	295	344	434	650	128	271	300	312	321	29	13	46	29
	210	99	DN	51	C~	18.7	34	1690	1529	278	188	41	768	141	294	315	353	414	685	153	311	329	331	319	36	15	50	28
	7.00 - 7.30				A	12.0	26	1085	1511	222	153	39^	800	121	268	261	320	495	639	102	231	273	290	344	33^	20^	39^	27^
	7.30 - 8.00				A	15.3	32	1383	1521	232	161	37	789	105	272	272	342	478	665	106	256	293	315	347	33^	19^	35	23^
SLAP MAXWELL(R)																												
WED	9.30P	30	ABC	7	A~	8.6	15	777	1460	322	262	74	700	246	442	377	317	228	469	205	340	290	217	100	114	65	178	111
	211	99	CS	10	B~	7.9	14	714	1499	310	250	95	746	285	456	409	326	235	461	203	316	293	199	119	114	62	177	107
					C~	8.2	15	741	1445	304	245	94	718	280	455	409	314	223	467	204	328	293	207	118	110	59	165	100
SPENSER: FOR HIRE(R)																												
SAT	10.00P	60	ABC	3	A	7.2	15	651	1560	283	225	57^	804	197	417	401	422	343	567	144	306	305	282	227	70^	32^	119	90
	201	97	PD	3	B~	6.8	14	615	1553	288	231	70	775	216	414	408	378	310	563	170	320	296	276	208	81	45	120	84
	10.00 - 10.30				C~	6.8	14	615	1553	288	231	70	775	216	414	408	378	310	563	170	320	296	276	208	81	45	120	84
	10.30 - 11.00				A	7.0	14	633	1560	266	211	56^	795	198	408	392	410	342	570	139	304	305	289	229	68^	29^	127	96
					A	7.5	16	678	1538	296	235	56^	801	193	421	404	427	340	557	146	303	302	272	221	70	33^	110	82
SPORTSBREAK-SAT																												
SAT	8.58P	1	CBS	10	A	4.4	9	398	1700	318	266	66^	820	249	426	398	363	342	639	209	345	362	293	238	83^	38^	159	93^
	199	93	SN	50	B~	5.8	12	524	1598	276	214	89	713	220	384	359	314	277	644	238	408	414	301	195	83	30	160	98
					C~	7.8	15	705	1684	297	230	78	768	226	411	407	354	295	659	220	402	401	324	211	107	42	149	94
SPORTSBREAK-SUN(B)																												
SUN	9.57P	1	CBS		A	13.3	25	1202	1644	272	186	37^	791	135	342	360	421	391	671	134	303	347	368	299	64	31^	119	74
	146	82	SN																									
SUMMER SHOWCASE																												
TUE	10.00P	60	NBC	6	A	8.4	15	759	1493	282	223	64	723	198	413	405	368	265	594	206	374	366	332	168	98	51^	78	54^
	200	99	DN	6	B~	9.0	16	814	1488	282	207	65	735	184	386	392	385	294	581	182	341	335	315	201	86	41	86	53
	10.00 - 10.30				C~	9.0	16	814	1488	282	207	65	735	184	386	392	385	294	581	182	341	335	315	201	86	41	86	53
	10.30 - 11.00				A	8.8	15	796	1503	287	224	68	716	198	408	398	359	261	592	213	378	367	328	160	100	55^	96	66
					A	8.0	15	723	1482	277	221	59^	731	197	419	413	378	268	597	197	370	364	337	178	96	46^	58^	41^
SUZI'S STORY(S)																												
SAT	9.00P	60	FOX		A	1.9	4	172	1358	322	218^	75^	734	167^	324	374	388	331	480	208^	286	285	160^	162^	42^	27^	102^	62^
	117	82	DO																									
	9.00 - 9.30				A	1.9	4	172	1339	322	211^	70^	705	148^	306	358	373	327	507	205^	287	302	189^	176^	49^	27^	79^	41^
	9.30 - 10.00				A	2.0	4	181	1308	307	214^	76^	724	177^	324	370	383	319	431	200^	271	255^	125^	141^	34^	26^	118^	79^
TRACEY ULLMAN SHOW(R)																												
SUN	9.30P	30	FOX	8	A	3.5	7	316	1596	341	320	108^	705	352	521	404	268	172	521	303	450	368	192	54^	180	104^	190	120^
	127	84	CS	8	B~	4.2	7	380	1594	307	287	113	664	331	499	371	234	150	556	337	487	359	197	56	194	98	221	152
					C~	4.2	7	380	1594	307	287	113	664	331	499	371	234	150	556	337	487	359	197	56	194	98	221	152
20/20																												
FRI	10.00P	60	ABC	10	A	12.1	24	1094	1499	264	194	69	801	193	377	375	385	370	519	127	266	269	273	212	84	44	96	68
	210	99	DN	48	B~	11.9	24	1076	1515	277	203	76	799	205	396	403	389	347	526	141	285	291	271	198	78	45	120	84
	10.00 - 10.30				C~	12.3	23	1112	1570	293	217	81	798	217	415	427	399	317	577	164	328	341	298	195	81	41	110	72
	10.30 - 11.00				A	11.9	24	1076	1488	258	191	78	789	193	366	355	361	377	494	122	252	246	254	206	98	53	108	77
					A	12.3	25	1112	1511	270	197	60	812	194	388	394	409	363	544	132	279	291	291	218	71	35^	84	59

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PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE OF T/C					HOUSEHOLD AUDIENCES K E Y AVG. AVG. AUD. SH AUD. % % 0,000				VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
									TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN						
									PERS	WOMEN	18-49	18- W/CH	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.							
								(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11				
EVENING CONT'D																															
21 JUMP STREET(R)								A	4.4	9	398	1606	336	301	74^	731	313	544	416	329	156	488	247	375	277	199	90^	185	79^	203	114^
SUN 7.00P 60 FOX 10								B~	5.1	11	461	1616	332	294	81	709	324	539	408	312	130	531	300	426	307	214	83	186	100	182	112
132 86 OP 51								C~	5.4	10	488	1717	354	305	86	689	334	533	417	303	122	536	304	438	321	210	74	241	132	230	148
7.00 - 7.30								A	3.8	8	344	1625	345	314	87^	747	324	556	434	330	157	465	248	359	252	178	86^	187	79^	226	124^
7.30 - 8.00								A	5.0	10	452	1592	329	291	64^	718	305	534	401	328	155	506	247	388	296	215	92^	183	79^	185	107
227(R)								A	12.3	26	1112	1548	274	208	63	790	216	401	357	327	353	397	120	199	193	175	165	160	104	201	146
SAT 8.30P 30 NBC 8								B~	11.8	26	1067	1549	283	217	80	806	248	416	362	321	344	388	123	206	190	166	148	147	99	213	151
211 98 CS 43								C~	14.7	28	1329	1682	309	239	76	844	256	432	385	340	366	439	150	248	228	187	162	157	101	242	166
WHO'S THE BOSS?(R)								A	14.9	28	1347	1607	318	279	104	729	353	510	423	265	189	416	193	276	237	157	115	163	107	299	184
TUE 8.00P 30 ABC 9								B~	13.2	26	1193	1619	320	277	102	736	327	501	403	283	203	446	212	310	258	175	107	172	110	273	173
218 99 CS 45								C~	18.5	31	1672	1712	339	287	100	754	329	506	428	293	206	455	209	322	281	193	104	205	116	293	196
WISEGUY(R)								A	10.6	19	958	1431	275	200	56	721	186	352	344	351	312	606	198	319	288	277	239	50	25^	54	30^
WED 10.00P 60 CBS 8								B~	10.6	20	958	1555	285	217	74	760	230	426	409	366	279	582	211	350	338	275	187	96	42	121	78
210 97 OP 10								C~	11.1	21	1003	1554	281	214	74	763	234	431	406	362	281	598	208	352	342	287	193	91	39	119	78
10.00 - 10.30								A	10.3	18	931	1436	277	204	55	733	189	355	350	352	319	600	193	310	286	276	238	51	26^	53	30^
10.30 - 11.00								A	10.9	20	985	1426	272	197	57	710	183	349	339	350	305	611	203	327	290	278	239	50	25^	55	30^

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PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 29-SEP. 4, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE OF						K E Y	HOUSEHOLD AUDIENCES AVG. AVG. AUD. SH AUD. % % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
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										49	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	12- 17	12- 17	TOT. 12- 14	TOT. 2- 5	MALE 6- 11	FEM. 6- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
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34 PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 29-SEP. 4, 1988

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %		SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN				W O M E N						M E N						T E E N S																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
										18- 18+	25- 49	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
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AUG. 29-SEP. 4, 1988

PROGRAM NAME DAYTIME DUR NET NO. #STNS CVG% TYPE T/C					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
						AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING WOMEN				WOMEN					MEN					TEENS				
								PERS	18- 25-	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	MALE FEM.		
LATE FRINGE CONT'D																											
CBS NEWS NIGHTWATCH-2-CONT'D 54 59 N 240					C~	0.9	11	81	1145	297	203	225	66^	689	209	364	332	367	385	66^	415	166	284	259	285	311	25v 24v
CBS NEWS NIGHTWATCH-3 M-THSU 3.00A 180 CBS 50					A~	0.6	10	56	1094	273^	167^	165^	59v	609	202^	325^	322^	355	316^	67v	428	187^	273^	249^	299^	267^	33v 17v
75 72 N 248					B~	0.7	12	63	1104	254	157	193	56^	590	161	374	341	378	330	56^	400	160	274	250	275	240	32v 46^
3.00 - 3.30					C~	0.8	14	72	966	278	183	211	49^	646	188	327	299	330	361	49^	350	140	240	218	241	210	14v 14v
3.30 - 4.00					A	0.7	6	65	1186	244^	144^	147^	71^	635	218^	326	314	375	340	89^	482	203^	296	269^	341	296	36v 25v
4.00 - 4.30					A	0.7	10	63	1112	239^	141^	157^	54v	591	215^	306	303	346	311	65v	454	198^	277^	251^	325	302	42v 17v
4.30 - 5.00					A	0.6	11	58	1098	274^	167^	177^	53v	617	217^	341	341	378	341	68v	418	205^	274^	238^	274^	252^	39v 16v
5.00 - 5.30					A	0.6	11	54	1109	298^	184^	177^	60v	635	202^	348	348	372	330^	62v	407	192^	263^	243^	273^	241^	41v 18v
5.30 - 6.00					A	0.5	10	49	1111	323^	207^	187^	61v	647	207^	366^	366^	380	333^	65v	418	174^	277^	264^	290^	249^	22v 14v
					A	0.4	8	40	1066	326^	204^	179^	64v	609	163^	306^	306^	318^	267^	54v	431^	160^	285^	264^	324^	292^	14v <<
CBS SUNDAY NEWS SUN 11.00P 15 CBS 10					A~	3.3	7	298	1633	337	256	282	66^	773	190	391	377	448	422	54^	731	204	432	423	495	452	7v 46^
90 56 N 50					B~	3.0	7	271	1459	282	183	203	59	758	150	349	318	374	366	53	592	137	299	291	321	298	41^ 22^
					C~	3.2	7	289	1449	278	194	211	55	807	153	368	355	392	361	56	555	128	280	273	321	297	28^ 17^
DAVID LETTERMAN I MON-FRI 12.30A 30 NBC 49					A~	3.6	18	327	1299	260	220	197	107	600	240	394	353	395	357	170	560	295	427	378	406	325	59 44^
					B~	3.8	18	344	1355	234	202	178	109	544	237	396	346	383	334	192	516	304	421	368	388	294	106 54
210 99 GV 243					C~	3.9	19	353	1387	274	234	208	116	636	270	436	398	424	370	167	575	315	443	388	428	344	60 42
DAVID LETTERMAN II MON-FRI 1.00A 30 NBC 49					A~	3.1	18	278	1243	261	232	194	123	553	263	383	337	377	330	175	550	313	448	398	418	335	63^ 44^
210 99 GV 243					B~	3.1	18	280	1329	230	200	174	120	533	242	401	347	384	335	216	512	324	433	376	393	289	108 59
					C~	3.2	19	289	1368	264	228	201	123	614	282	430	392	434	361	179	584	349	460	419	441	349	59 41
FRIDAY NIGHT VIDEOS FRI 1.30A 60 NBC 10					A~	2.0	14	181	1294	224^	196^	177^	153^	561	314	436	368	401	365	189^	547	350	490	424	441	367	79^ 79^
180 96 PC 49					B~	2.2	15	199	1288	202	183	138	143	517	256	387	353	360	289	215	510	339	436	371	379	280	107 79
1.30 - 2.00					C~	2.6	17	235	1387	257	225	195	159	556	304	453	390	432	333	220	539	387	467	403	420	323	99 62
2.00 - 2.30					A	2.2	14	199	1319	227^	198^	190^	169^	572	317	442	363	407	379	195^	557	358	491	426	440	366	88^ 82^
					A	1.8	14	163	1264	221^	193^	162^	134^	549	309	429	374	393	348	181^	534	341	490	421	441	368	67v 75^
G MICHAELS SPORTS MACHINE SUN 12.06A 15 NBC 10					A~	1.8	6	163	1602	253^	192^	229^	97^	605	182^	397	361	436	420	81^	726	257^	568	541	558	521	91^ 63v
76 51 SC 51					B~	2.1	7	190	1349	212	174	177	75	541	161	343	313	346	303	160	667	302	518	472	489	399	80 26^
					C~	1.9	6	172	1491	281	231	231	93	598	198	413	377	417	365	197	738	353	539	491	540	441	59 34^
LATER WITH BOB COSTAS MON-THU 1.30A 30 NBC 8					A~	1.7	13	149	1192	238	197	173	113	562	252	363	328	371	311	136	529	265	423	376	406	342	36^ 25^
146 83 GV 8					B~	1.8	14	163	1288	223	183	169	76^	574	230	364	332	367	321	121	519	269	426	388	428	373	37^ 36^
					C~	1.8	14	163	1288	223	183	169	76^	574	230	364	332	367	321	121	519	269	426	388	428	373	37^ 36^
LATE SHOW-FOX MON-FRI 11.30P 60 FOX 50					A~	1.4	5	127	1274	260	233	201	117^	550	295	419	404	427	350	125^	493	284	427	404	420	371	92^ 50^
108 78 GV 244					B~	1.4	5	127	1288	254	209	193	140	517	268	421	384	378	330	155	467	266	411	375	367	319	112 77
11.30 - 12.00					C~	1.4	4	127	1472	286	261	241	140	664	322	468	427	472	413	169	601	346	503	416	458	359	72^ 62^
12.00 - 12.30					A	1.6	5	141	1312	255	231	200	133	544	294	418	401	426	344	146	512	299	446	416	430	376	104^ 63^
					A	1.3	5	114	1205	262	232	200	95^	548	291	412	400	422	352	98^	462	260	397	383	401	360	75^ 34v
SATURDAY NIGHT CONT'D					A~	5.8	19	524	1383	302	264	233	112	639	249	436	394	416	380	104	501	235	375	361	396	351	111 54^

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PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 29-SEP. 4, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				T E E N S																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
DAY	TIME	DUR	NET #STNS	CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000		TOTAL PERS (2+)	WORKING WOMEN				W O M E N						M E N						MALE	FEM.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
												18- 18+	25- 49	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
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AUG. 29-SEP. 4, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH		WORKING		W O M E N					M E N					T E E N S		C H I L D R E N			
									18-49	WOMEN	18- W/CH	18- 18+	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+	12- 17	12- 17	2- 11	2- 11	6- 11			
									W/CH	18- 18+																		
MON-FRI EARLY MORNING					A	1.2	13	107	53^	262	248	562	236	416	420	289	113^	536	129^	388	402	361	116^	19v	32v	31v	23v	35v
ABC WORLD NEWS-MORN-615A					B~	1.2	14	108	60^	223	213	517	188	382	385	273	105	545	155	373	373	327	157	9v	18v	16v	16v	19v
MON-FRI 6.15A 15 ABC 50					C~	1.3	14	118	64^	274	225	636	173	403	400	360	170	503	143	344	344	302	145	17v	17v	15v	15v	18v
140 82 N 245																												
ABC WORLD NEWS-MORN-645A					A	2.0	15	179	40^	301	278	648	245	483	463	324	150	480	120	288	312	295	154	10v	22v	28^	28^	40^
MON-FRI 6.45A 15 ABC 50					B~	1.8	16	163	52^	247	223	574	209	400	385	286	175	571	145	355	342	339	170	6v	12v	11v	21^	25^
185 92 N 244					C~	2.2	16	199	61	283	216	611	188	387	394	319	186	467	119	291	305	297	150	25^	25^	18^	26^	31^
BEFORE HOURS					A	0.7	9	63	20v	276^	200^	508	85^	250^	305	368	189^	479	164^	259^	255^	249^	141^	14v	49v	27v	24v	<<
MON-FRI 6.15A 15 NBC 50					B~	0.7	10	63	59^	254	209	590	215	374	413	334	180	400	160	274	240	249	135^	16v	15v	28v	27v	33v
147 86 N 245					C~	0.7	9	63	74^	318	261	590	161	374	413	334	225	400	213	274	240	187	135^	32v	15v	28v	27v	33v
CBS MORNING NEWS- 6:30AM					A	0.9	10	80	49v	191^	141^	522	147^	286	271	234	217^	523	147^	290	308	262	179^	47v	34v	27v	<<	36v
MON-FRI 6.30A 30 CBS 50					B~	0.8	9	72	26v	223	183	517	141	245	289	292	236	467	140	240	210	218	177	14v	27v	25v	24v	29v
137 82 N 250					C~	1.1	11	99	56^	283	166	564	137	298	315	340	229	425	102	233	203	238	193	20v	10v	18v	17v	21v
CBS THIS MORNING-1					A	2.1	12	190	45^	171	129	627	125	282	302	328	305	522	95^	239	241	291	254	32^	11v	46^	11v	48^
MON-FRI 7.30A 30 CBS 50					B~	1.9	12	172	54^	211	135	653	119	276	334	345	298	492	118	236	235	252	236	18^	11v	21^	20^	24^
206 98 N 200					C~	2.1	11	190	49^	191	139	640	107	281	303	312	330	445	89	213	213	228	213	16^	10v	19^	18^	22^
CBS THIS MORNING-2					A	2.0	10	183	43^	152	97^	689	135	271	268	309	381	439	63^	164	155	216	260	12v	18v	20v	13v	14v

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PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 29-SEP. 4, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE OF T/C						K E Y	HOUSEHOLD AUDIENCES AVG. AVG. AUD. SH AUD. % % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
									LOH WORKING		W O M E N						M E N		T E E N S			C H I L D R E N										
									18-49	WOMEN	15-		18-		18-	25-	25-	35-			MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.					
									W/CH	18-	15-	18-	18-	25-	25-	35-	TOTAL	55+	12-	12-	15-	2-	2-	2-	6-							
									<3	18+	49	24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	17	17	17	11	11	5	11				
MONDAY-FRIDAY DAYTIME																																
ALL MY CHILDREN									A~	6.4	23	580	122	243	220	170	822	363	573	448	475	335	222	255	66	25^	80	58	56	67	60	63
MON-FRI 1.00P 60 ABC 50									B~	6.7	22	606	125	226	202	179	802	365	567	445	474	321	197	265	56	32	100	69	68	93	59	102
224 99 DD 243									C~	7.3	24	660	142	238	210	151	835	376	574	458	499	340	211	256	68	17	52	39	57	65	68	50
1.00 - 1.30									A	6.0	21	544	122	244	222	170	813	355	568	443	466	338	221	260	65	26^	81	59	57	71	62	65
1.30 - 2.00									A	6.8	24	615	122	244	220	170	832	371	579	454	484	333	223	252	68	25^	80	57	55	64	58	61
AMERICAN TREASURY									A~	4.4	15	401	67	210	157	163	837	248	402	275	327	335	383	266	123	22^	53	43	30^	55	37^	48
MWF 3.58P 1 CBS 29									B~	4.5	15	407	87	218	171	153	850	251	436	320	372	374	371	249	110	35	63	50	53	67	49	71
201 92 DD 144									C~	4.6	15	416	92	203	143	132	876	229	427	324	377	376	397	264	123	27	56	49	39	54	41	55
ANOTHER WORLD									A~	4.6	16	414	113	148	121	164	804	264	426	315	369	328	325	201	73	34^	87	71	54	69	61	62
MON-FRI 2.00P 60 NBC 48									B~	5.2	17	470	83	163	141	200	775	246	428	316	367	333	279	216	77	52	171	122	61	73	55	75
203 98 DD 238									C~	5.0	17	452	83	187	168	165	847	263	458	339	404	365	328	262	99	31	91	66	40	53	48	41
2.00 - 2.30									A	4.7	17	423	114	143	116	163	795	264	421	310	362	323	322	203	74	35^	83	70	53	68	60	60
2.30 - 3.00									A	4.5	16	410	111	151	125	162	803	261	424	317	371	328	324	196	71	33^	91	71	54	70	61	63
AS THE WORLD TURNS									A~	6.3	22	566	88	149	113	141	867	262	400	289	351	329	405	273	113	18^	49	40	35	52	41	46
MON-FRI 2.00P 60 CBS 50									B~	6.6	22	597	95	169	127	146	861	245	407	296	341	340	396	241	107	36	75	48	51	69	48	73
215 99 DD 245									C~	6.5	22	588	99	171	129	118	906	231	413	324	373	374	431	273	120	22	42	33	40	53	49	46
2.00 - 2.30									A	6.2	22	560	85	146	109	139	874	259	398	286	350	334	412	278	118	17^	46	38	36	54	43	47
2.30 - 3.00									A	6.3	22	568	92	154	118	144	866	267	405	293	354	326	401	269	110	18^	52	43	35	50	40	45
BOLD AND THE BEAUTIFUL									A	5.2	18	468	79	139	103	127	866	227	371	276	340	331	431	282	114	19^	47	44	44	53	53	45
MON-FRI 1.30P 30 CBS 50									B~	5.5	18	497	88	170	133	114	845	225	381	299	347	349	407	255	111	37	55	41	61	69	52	75
202 93 DD 243									C~	5.3	18	479	94	185	138	104	877	220	408	320	371	379	428	282	120	23	31	26	48	57	54	47
CLASSIC CONCENTRATION									A~	3.8	17	344	77	92	66	75	753	160	266	219	266	276	441	295	143	39^	41^	41^	94	106	99	100
MON-FRI 10.30A 30 NBC 49									B~	4.0	17	362	67	100	73	69	697	132	245	206	274	292	394	257	124	56	65	51	99	104	68	131
147 79 QG 240									C~	3.6	16	325	80	136	102	76	775	167	309	257	321	325	394	311	144	31	39	31	60	74	71	70
DAYS OF OUR LIVES									A~	6.8	24	611	111	139	117	213	784	275	437	301	335	300	313	219	93	46	118	109	51	76	64	63
MON-FRI 1.00P 60 NBC 49									B~	7.6	24	687	91	152	130	233	721	257	422	298	327	289	257	234	87	59	189	137	65	87	59	96
209 99 DD 242									C~	7.0	23	633	91	178	157	191	827	279	468	338	396	347	292	254	98	35	110	83	42	60	52	49
1.00 - 1.30									A	6.5	23	591	111	140	118	210	784	270	429	292	325	297	322	223	96	49	113	108	53	75	66	62
1.30 - 2.00									A	7.0	24	633	111	137	116	216	782	279	443	309	344	302	304	215	90	43	123	110	48	77	61	64
FAMILY FEUD									A~	2.9	13	262	71	143	108	114	689	193	327	250	306	310	306	319	159	46^	64^	63^	90	43^	70^	63^
MON-FRI 10.00A 30 CBS 45									B~	3.2	14	289	74	167	137	111	614	176	327	257	307	307	236	292	110	59	95	71	117	89	60	143
177 84 QP 45									C~	3.2	14	289	74	167	137	111	614	176	327	257	307	307	236	292	110	59	95	71	117	89	60	143
GENERAL HOSPITAL									A~	7.4	26	667	112	213	181	145	850	328	523	422	482	346	268	251	97	19^	74	53	24^	51	39	36
MON-FRI 3.00P 60 ABC 50									B~	7.2	24	651	110	210	173	156	818	329	500	400	457	331	267	247	85	26	86	60	44	74	46	76
222 99 DD 243									C~	7.7	26	696	122	231	195	158	859	346	527	414	465	340	274	231	86	23	70	50	44	59	54	47
3.00 - 3.30									A	7.4	26	671	117	212	182	143	854	330	526	427	487	347	269	249	95	21^	75	54	22^	54	42	35
3.30 - 4.00									A	7.3	25	664	108	215	181	146	847	326	521	418	477	345	267	253	98	17^	73	52	26^	48	36	37

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PROGRAM NAME DAYTIME CONT'D					KEY	HOUSEHOLD AUDIENCES AVG. SH AUD. % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
								LOH WORKING 18-49 WOMEN			W O M E N						M E N		T E E N S			C H I L D R E N				
								W/CH	18-	49	15-	18-	18-	25-	25-	35-	TOTAL	55+	MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.	
								<3	18+	49	24	TOTAL	34	49	49	54	64	55+	17	17	17	2-	2-	2-	6-	
GROWING PAINS M-F MON-FRI 11.00A 30 ABC 40 157 79 CS 40					A 2.9 13 264 B~ 3.7 15 334 C~ 3.7 15 334	98 186 168 95 168 148 95 168 148	179 575 288 417 303 329 220 133 181 503 244 389 278 312 202 102 181 503 244 389 278 312 202 102	230 49A 227 38 227 38	81 138 106 115 184 132 115 184 132	156 162 113 205 139 195 103 228 139 195 103 228																
GUIDING LIGHT MON-FRI 3.00P 60 CBS 49 214 99 DD 242 3.00 - 3.30 3.30 - 4.00					A 5.3 19 483 B~ 5.7 19 515 C~ 6.0 20 542 A 5.3 19 477 A 5.4 18 486	76 186 145 91 203 154 93 200 146 82 181 140 70 191 151	151 857 245 401 291 339 354 408 155 870 251 425 307 355 369 403 128 878 232 426 334 375 382 415 147 852 245 397 293 345 355 403 156 865 246 405 290 336 355 414	257 116 246 112 249 118 257 114 258 118	24A 64 50 35 82 56 22 54 43 23A 67 52 25A 62 49	32A 49 31A 51 45 67 42 72 36 54 42 46 33A 46 32A 47 31A 53 29A 54																
HOME MON-FRI 11.30A 30 ABC 50 181 89 IA 165					A 2.3 10 204 B~ 2.7 11 244 C~ 2.6 11 235	86A 216 191 92 231 190 135 240 211	153 766 295 491 371 414 359 231 131 727 264 436 362 406 329 222 106 755 304 504 415 467 360 218	254 70A 277 61 252 63	37A 58A 53A 46 84 63 26A 50 35A	74A 99 68A 105 80 112 71 118 61 73 67 70																
LOVING MON-FRI 12.30P 30 ABC 49 173 88 DD 242					A 3.4 13 306 B~ 3.5 12 316 C~ 4.0 14 362	118 233 206 118 229 198 139 245 219	145 782 316 496 389 424 329 252 146 768 333 486 396 429 307 252 133 801 366 556 437 477 316 228	249 79 240 67 234 59	22A 67 53A 32 83 62 20A 46 37	49A 75 60A 64 56 92 55 91 64 62 72 51																
NEW CARD SHARKS MON-FRI 10.30A 30 CBS 50					A 3.0 14 269 B~ 3.3 14 298	85 120 84 81 162 122	77 684 159 287 226 279 338 345 83 626 159 298 249 298 326 277	364 198 340 164	33A 40A 33A 47 69 45	95 54A 80 69A 102 98 58 138																
167 81 QP 245					C~ 3.1 14 280	77 144 106	63 667 170 317 265 317 332 315	392 220	29A 35 22A	76 80 72 81																
NEWSBREAK-11.57 MON-FRI 11.57A 2 CBS 50 179 83 N 244					A 4.5 19 403 B~ 5.0 19 452 C~ 5.0 20 452	50 167 130 56 142 117 66 160 124	74 739 150 291 238 278 316 408 94 703 165 301 226 277 299 353 75 744 173 314 257 300 309 378	372 202 336 188 392 207	25A 35A 35A 45 63 43 25 35 25	80 73 64 89 87 84 48 123 63 68 64 64																
NEWSBREAK-3.44 MON 3.38P 1 CBS 48 197 92 N 241 TUE 3.41P 1 WED 3.46P 1 THU 3.40P 1 FRI 3.43P 1					A 4.4 15 400 B~ 4.8 16 434 C~ 5.1 17 461	76 192 153 90 213 168 95 201 158	157 872 243 405 286 334 360 419 160 883 258 423 311 361 370 413 123 891 236 411 322 374 376 432	279 138 253 123 257 120	22A 56 49 37 79 54 22 55 42	33A 54 32A 55 45 67 43 71 39 56 44 49																
ONE LIFE TO LIVE MON-FRI 2.00P 60 ABC 50 221 99 DD 241 2.00 - 2.30 2.30 - 3.00					A 7.5 26 674 B~ 7.1 24 642 C~ 7.4 25 669 A 7.3 26 656 A 7.6 27 691	132 195 174 129 188 165 144 216 188 132 198 177 133 192 171	176 842 350 552 426 471 338 245 177 815 349 535 413 456 329 231 154 852 361 557 438 484 348 238 181 842 349 551 422 467 338 246 173 845 352 554 430 476 340 244	231 77 237 76 227 80 230 77 232 78	23A 85 59 35 98 70 20 56 40 21A 87 61 24A 84 57	45 59 54 49 58 94 58 93 48 64 64 49 49 60 56 53 41 59 53 47																
PRICE IS RIGHT 1 MON-FRI 11.00A 30 CBS 50 214 99 AP 244					A 4.8 22 434 B~ 5.2 21 470 C~ 5.1 22 461	68 128 92 64 137 105 67 140 93	79 708 146 272 212 253 293 395 87 656 152 264 208 244 279 339 73 689 162 282 222 261 293 371	367 179 359 172 403 212	26A 34A 32A 50 67 44 29 34 24	96 83 85 94 110 106 67 149 77 78 75 85																
PRICE IS RIGHT 2 MON-FRI 11.30A 30 CBS 50 CONT'D					A 6.1 27 548 B~ 6.8 27 615	58 145 108 58 131 97	71 726 146 274 220 260 289 413 90 669 149 270 204 246 268 352	375 198 357 184	22A 37 31A 51 65 45	87 74 76 85 105 103 63 148																

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 29-SEP. 4, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE T/C						K E Y	HOUSEHOLD AUDIENCES AVG. AUD. SH AVG. % % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 29-SEP. 4, 1988

PROGRAM NAME DAYTIME #STNS CYG% TYPE T/C						KEY	HOUSEHOLD AUDIENCES AVG. AUD. % SH % AVG. AUD. 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 29-SEP. 4, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN			MEN		T E E N S					C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
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AUG. 29-SEP. 4, 1988

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

AUG. 29-SEP. 4, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				T E E N S			CHD TOT. 2- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

WEEKEND NATIONAL TV AUDIENCE ESTIMATES															EVE. MON. AUG. 29, 1988	
TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	51.6	53.1	53.8	55.5	55.3	57.2	57.3	58.4	59.5	60.4	60.5	60.4	58.0	56.3	54.3	51.5

ABC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

BADLANDS: 2005			ABC MONDAY NIGHT MOVIE THE RIGHT STUFF, PT. 2 (R)(PAE)		
9,310	9.6	*	7,590	8.4	*
10.3	17	*	8.4	*	
18	9.4		14	*	
9.8	10.7		8.6		
			8.3	8.5	*
			8.5	8.4	*
			15	16	*
			8.3	8.5	*

CBS TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

NEWHART (R)		CAVANAUGH		KATE & ALLIE (R)		DESIGNING WOMEN (R) (PAE)		MAGNUM, P.I. (R)	
9,670		9,490		12,480		13,380		10,760	
10.7		10.5		13.8		14.8		11.9	
19		18		23		25		22	
10.3	11.0	10.4	10.7	13.0	14.5	14.6	15.1	12.0	11.7
								11.8 *	12.0 *
								21 *	23 *
								11.9	12.0

NBC TV

AVERAGE AUDIENCE	
(Hhlds (000) & %)	
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

ALF (R)	LIFE ON THE FLIPSIDE		NBC MONDAY NIGHT MOVIES FANDANGO					
13,290	9,850	9,850						
14.7	10.9	10.9	11.2 *		11.1 *		11.2 *	10.1 *
26	19	19	19 *		18 *		20 *	19 *
13.9	15.5	11.0	10.8	11.4	11.0	11.4	11.1	10.6

INDEPENDENTS
(INCL. SUPERSTATIONS)

	AVERAGE AUDIENCE	SHARE AUDIENCE %
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13.4 26	13.6 25	12.5 22	14.2 25	14.8 25	14.4 24	14.1 25	12.6 24
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SUPERSTATIONS

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1. <i>THE MENTALIST</i>	1.1	1.1
2. <i>THE MENTALIST</i>	1.1	1.1
3. <i>THE MENTALIST</i>	1.1	1.1
4. <i>THE MENTALIST</i>	1.1	1.1
5. <i>THE MENTALIST</i>	1.1	1.1
6. <i>THE MENTALIST</i>	1.1	1.1
7. <i>THE MENTALIST</i>	1.1	1.1
8. <i>THE MENTALIST</i>	1.1	1.1
9. <i>THE MENTALIST</i>	1.1	1.1
10. <i>THE MENTALIST</i>	1.1	1.1
11. <i>THE MENTALIST</i>	1.1	1.1
12. <i>THE MENTALIST</i>	1.1	1.1
13. <i>THE MENTALIST</i>	1.1	1.1
14. <i>THE MENTALIST</i>	1.1	1.1
15. <i>THE MENTALIST</i>	1.1	1.1
16. <i>THE MENTALIST</i>	1.1	1.1
17. <i>THE MENTALIST</i>	1.1	1.1
18. <i>THE MENTALIST</i>	1.1	1.1
19. <i>THE MENTALIST</i>	1.1	1.1
20. <i>THE MENTALIST</i>	1.1	1.1
21. <i>THE MENTALIST</i>	1.1	1.1
22. <i>THE MENTALIST</i>	1.1	1.1
23. <i>THE MENTALIST</i>	1.1	1.1
24. <i>THE MENTALIST</i>	1.1	1.1
25. <i>THE MENTALIST</i>	1.1	1.1
26. <i>THE MENTALIST</i>	1.1	1.1
27. <i>THE MENTALIST</i>	1.1	1.1
28. <i>THE MENTALIST</i>	1.1	1.1
29. <i>THE MENTALIST</i>	1.1	1.1
30. <i>THE MENTALIST</i>	1.1	1.1
31. <i>THE MENTALIST</i>	1.1	1.1
32. <i>THE MENTALIST</i>	1.1	1.1
33. <i>THE MENTALIST</i>	1.1	1.1
34. <i>THE MENTALIST</i>	1.1	1.1
35. <i>THE MENTALIST</i>	1.1	1.1
36. <i>THE MENTALIST</i>	1.1	1.1
37. <i>THE MENTALIST</i>	1.1	1.1
38. <i>THE MENTALIST</i>	1.1	1.1
39. <i>THE MENTALIST</i>	1.1	1.1
40. <i>THE MENTALIST</i>	1.1	1.1
41. <i>THE MENTALIST</i>	1.1	1.1
42. <i>THE MENTALIST</i>	1.1	1.1
43. <i>THE MENTALIST</i>	1.1	1.1
44. <i>THE MENTALIST</i>	1.1	1.1
45. <i>THE MENTALIST</i>	1.1	1.1
46. <i>THE MENTALIST</i>	1.1	1.1
47. <i>THE MENTALIST</i>	1.1	1.1
48. <i>THE MENTALIST</i>	1.1	1.1
49. <i>THE MENTALIST</i>	1.1	1.1
50. <i>THE MENTALIST</i>	1.1	1.1
51. <i>THE MENTALIST</i>	1.1	1.1
52. <i>THE MENTALIST</i>	1.1	1.1
53. <i>THE MENTALIST</i>	1.1	1.1
54. <i>THE MENTALIST</i>	1.1	1.1
55. <i>THE MENTALIST</i>	1.1	1.1
56. <i>THE MENTALIST</i>	1.1	1.1
57. <i>THE MENTALIST</i>	1.1	1.1
58. <i>THE MENTALIST</i>	1.1	1.1
59. <i>THE MENTALIST</i>	1.1	1.1
60. <i>THE MENTALIST</i>	1.1	1.1
61. <i>THE MENTALIST</i>	1.1	1.1
62. <i>THE MENTALIST</i>	1.1	1.1
63. <i>THE MENTALIST</i>	1.1	1.1
64. <i>THE MENTALIST</i>	1.1	1.1
65. <i>THE MENTALIST</i>	1.1	1.1
66. <i>THE MENTALIST</i>	1.1	1.1
67. <i>THE MENTALIST</i>	1.1	1.1
68. <i>THE MENTALIST</i>	1.1	1.1
69. <i>THE MENTALIST</i>	1.1	1.1
70. <i>THE MENTALIST</i>	1.1	1.1
71. <i>THE MENTALIST</i>	1.1	1.1
72. <i>THE MENTALIST</i>	1.1	1.1
73. <i>THE MENTALIST</i>	1.1	1.1
74. <i>THE MENTALIST</i>	1.1	1.1
75. <i>THE MENTALIST</i>	1.1	1.1
76. <i>THE MENTALIST</i>	1.1	1.1
77. <i>THE MENTALIST</i>	1.1	1.1
78. <i>THE MENTALIST</i>	1.1	1.1
79. <i>THE MENTALIST</i>	1.1	1.1
80. <i>THE MENTALIST</i>	1.1	1.1
81. <i>THE MENTALIST</i>	1.1	1.1
82. <i>THE MENTALIST</i>	1.1	1.1
83. <i>THE MENTALIST</i>	1.1	1.1
84. <i>THE MENTALIST</i>	1.1	1.1
85. <i>THE MENTALIST</i>	1.1	1.1
86. <i>THE MENTALIST</i>	1.1	1.1
87. <i>THE MENTALIST</i>	1.1	1.1
88. <i>THE MENTALIST</i>	1.1	1.1
89. <i>THE MENTALIST</i>	1.1	1.1
90. <i>THE MENTALIST</i>	1.1	1.1
91. <i>THE MENTALIST</i>	1.1	1.1
92. <i>THE MENTALIST</i>	1.1	1.1
93. <i>THE MENTALIST</i>	1.1	1.1
94. <i>THE MENTALIST</i>	1.1	1.1
95. <i>THE MENTALIST</</i>		

3.3 6	3.4 6	3.1 6	3.9 7	3.8 6	3.6 6	3.6 6	3.5 7
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PBS

	AVERAGE AUDIENCE	SHARE AUDIENCE %
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1.8 3	2.2 4	3.0 5	3.7 6	3.1 5	3.5 6	2.4 4	2.2 4
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CABLE ORIG.

	AVERAGE AUDIENCE
	SHARE AUDIENCE %
1980-81	17.6
1981-82	17.6
1982-83	17.6
1983-84	17.6
1984-85	17.6
1985-86	17.6
1986-87	17.6
1987-88	17.6
1988-89	17.6
1989-90	17.6
1990-91	17.6
1991-92	17.6
1992-93	17.6
1993-94	17.6
1994-95	17.6
1995-96	17.6
1996-97	17.6
1997-98	17.6
1998-99	17.6
1999-00	17.6
2000-01	17.6
2001-02	17.6
2002-03	17.6
2003-04	17.6
2004-05	17.6
2005-06	17.6
2006-07	17.6
2007-08	17.6
2008-09	17.6
2009-10	17.6
2010-11	17.6
2011-12	17.6
2012-13	17.6
2013-14	17.6
2014-15	17.6
2015-16	17.6
2016-17	17.6
2017-18	17.6
2018-19	17.6
2019-20	17.6
2020-21	17.6
2021-22	17.6
2022-23	17.6
2023-24	17.6
2024-25	17.6
2025-26	17.6
2026-27	17.6
2027-28	17.6
2028-29	17.6
2029-30	17.6
2030-31	17.6
2031-32	17.6
2032-33	17.6
2033-34	17.6
2034-35	17.6
2035-36	17.6
2036-37	17.6
2037-38	17.6
2038-39	17.6
2039-40	17.6
2040-41	17.6
2041-42	17.6
2042-43	17.6
2043-44	17.6
2044-45	17.6
2045-46	17.6
2046-47	17.6
2047-48	17.6
2048-49	17.6
2049-50	17.6
2050-51	17.6
2051-52	17.6
2052-53	17.6
2053-54	17.6
2054-55	17.6
2055-56	17.6
2056-57	17.6
2057-58	17.6
2058-59	17.6
2059-60	17.6
2060-61	17.6
2061-62	17.6
2062-63	17.6
2063-64	17.6
2064-65	17.6
2065-66	17.6
2066-67	17.6
2067-68	17.6
2068-69	17.6
2069-70	17.6
2070-71	17.6
2071-72	17.6
2072-73	17.6
2073-74	17.6
2074-75	17.6
2075-76	17.6
2076-77	17.6
2077-78	17.6
2078-79	17.6
2079-80	17.6
2080-81	17.6
2081-82	17.6
2082-83	17.6
2083-84	17.6
2084-85	17.6
2085-86	17.6
2086-87	17.6
2087-88	17.6
2088-89	17.6
2089-90	17.6
2090-91	17.6
2091-92	17.6
2092-93	17.6
2093-94	17.6
2094-95	17.6
2095-96	17.6
2096-97	17.6
2097-98	17.6
2098-99	17.6
2099-00	17.6
2100-01	17.6
2101-02	17.6
2102-03	17.6
2103-04	17.6
2104-05	17.6
2105-06	17.6
2106-07	17.6
2107-08	17.6
2108-09	17.6
2109-10	17.6
2110-11	17.6
2111-12	17.6
2112-13	17.6
2113-14	17.6
2114-15	17.6
2115-16	17.6
2116-17	17.6
2117-18	17.6
2118-19	17.6
2119-20	17.6
2120-21	17.6
2121-22	17.6
2122-23	17.6
2123-24	17.6
2124-25	17.6
2125-26	17.6
2126-27	17.6
2127-28	17.6
2128-29	17.6
2129-30	17.

5.2 10	6.3 12	6.5 12	7.6 13	8.1 14	8.2 14	8.8 15	8.1 15
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PAY SERVICES

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1980-81	76,000	1.1%
1981-82	76,000	1.1%
1982-83	76,000	1.1%
1983-84	76,000	1.1%
1984-85	76,000	1.1%
1985-86	76,000	1.1%
1986-87	76,000	1.1%
1987-88	76,000	1.1%
1988-89	76,000	1.1%
1989-90	76,000	1.1%
1990-91	76,000	1.1%
1991-92	76,000	1.1%
1992-93	76,000	1.1%
1993-94	76,000	1.1%
1994-95	76,000	1.1%
1995-96	76,000	1.1%
1996-97	76,000	1.1%
1997-98	76,000	1.1%
1998-99	76,000	1.1%
1999-00	76,000	1.1%
2000-01	76,000	1.1%
2001-02	76,000	1.1%
2002-03	76,000	1.1%
2003-04	76,000	1.1%
2004-05	76,000	1.1%
2005-06	76,000	1.1%
2006-07	76,000	1.1%
2007-08	76,000	1.1%
2008-09	76,000	1.1%
2009-10	76,000	1.1%
2010-11	76,000	1.1%
2011-12	76,000	1.1%
2012-13	76,000	1.1%
2013-14	76,000	1.1%
2014-15	76,000	1.1%
2015-16	76,000	1.1%
2016-17	76,000	1.1%
2017-18	76,000	1.1%
2018-19	76,000	1.1%
2019-20	76,000	1.1%
2020-21	76,000	1.1%
2021-22	76,000	1.1%
2022-23	76,000	1.1%
2023-24	76,000	1.1%
2024-25	76,000	1.1%
2025-26	76,000	1.1%
2026-27	76,000	1.1%
2027-28	76,000	1.1%
2028-29	76,000	1.1%
2029-30	76,000	1.1%
2030-31	76,000	1.1%
2031-32	76,000	1.1%
2032-33	76,000	1.1%
2033-34	76,000	1.1%
2034-35	76,000	1.1%
2035-36	76,000	1.1%
2036-37	76,000	1.1%
2037-38	76,000	1.1%
2038-39	76,000	1.1%
2039-40	76,000	1.1%
2040-41	76,000	1.1%
2041-42	76,000	1.1%
2042-43	76,000	1.1%
2043-44	76,000	1.1%
2044-45	76,000	1.1%
2045-46	76,000	1.1%
2046-47	76,000	1.1%
2047-48	76,000	1.1%
2048-49	76,000	1.1%
2049-50	76,000	1.1%
2050-51	76,000	1.1%
2051-52	76,000	1.1%
2052-53	76,000	1.1%
2053-54	76,000	1.1%
2054-55	76,000	1.1%
2055-56	76,000	1.1%
2056-57	76,000	1.1%
2057-58	76,000	1.1%
2058-59	76,000	1.1%
2059-60	76,000	1.1%
2060-61	76,000	1.1%
2061-62	76,000	1.1%
2062-63	76,000	1.1%
2063-64	76,000	1.1%
2064-65	76,000	1.1%
2065-66	76,000	1.1%
2066-67	76,000	1.1%
2067-68	76,000	1.1%
2068-69	76,000	1.1%
2069-70	76,000	1.1%
2070-71	76,000	1.1%
2071-72	76,000	1.1%
2072-73	76,000	1.1%
2073-74	76,000	1.1%
2074-75	76,000	1.1%
2075-76	76,000	1.1%
2076-77	76,000	1.1%
2077-78	76,000	1.1%
2078-79	76,000	1.1%
2079-80	76,000	1.1%
2080-81	76,000	1.1%
2081-82	76,000	1.1%
2082-83	76,000	1.1%
2083-84	76,000	1.1%
2084-85	76,000	1.1%
2085-86	76,000	1.1%
2086-87	76,000	1.1%
2087-88	76,000	1.1%
2088-89	76,000	1.1%
2089-90	76,	

2.2 4	2.4 4	2.5 4	3.2 6	3.9 7	3.8 6	4.0 7	3.5 7
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U.S. TV HOUSEHOLDS:	90,400,000
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For explanation of symbols, See page B.

A-4 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. TUE. AUG. 30, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	49.1	49.5	50.1	52.0	52.3	54.5	56.0	58.1	58.7	59.4	60.2	60.4	58.8	57.5	56.1	53.6

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

					WHO'S THE BOSS? (R)		FULL HOUSE- TUE. (R)		← MOONLIGHTING (R)(PAE) →				ABC NEWS CLOSEUP A REPORT ON FOSTER CARE			
					13,470		14,190		9,040				9,490			
					14.9		15.7		10.0		10.1 *		10.5		10.5 *	10.5 *
					28		27		17		17 *		19		18 *	19 *
					13.6	16.2	15.4	16.0	10.7	9.5	9.8	10.0	10.3	10.7	10.7	10.3

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

							← CBS SUMMER PLAYHOUSE FURTHER ADVENTURES →						← CBS TUESDAY MOVIE BLOOD & ORCHIDS, PT. 2 (R)(PAE) →			
					5,060				13,290							
					5.6	5.6 *		5.6 *	14.7		13.0 *		14.0 *		15.8 *	16.2 *
					10	10 *		10 *	25		22 *		23 *		27 *	30 *
					6.0	5.2	5.2	5.9	12.5	13.4	13.8	14.2	15.5	16.0	16.3	16.1

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

							← MATLOCK (R) →		← IN THE HEAT OF THE NIGHT (R) →				← SUMMER SHOWCASE →			
					13,110				11,210				7,590			
					14.5	13.7 *		15.2 *	12.4		12.2 *		12.7 *	8.4	8.8 *	8.0 *
					26	26 *		27 *	21		21 *		21 *	15	15 *	15 *
					13.2	14.2	15.2	15.2	12.0	12.4	12.8	12.6	9.5	8.1	8.0	8.1

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

14.1		12.4		11.3		11.5		12.9		13.1		12.9		12.0
29		24		21		20		22		22		22		22

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.0		3.1		2.7		2.6		3.4		3.5		3.5		3.2
8		6		5		5		6		6		6		6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5		2.2		2.4		2.5		2.5		2.4		1.7		1.5
3		4		4		4		4		4		3		3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.5		5.3		5.9		7.0		7.9		7.8		7.4		6.7
9		10		11		12		13		13		13		12

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9		2.3		2.4		3.1		5.2		5.3		5.9		4.0
4		5		4		5		9		9		10		7

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

A-6 **Nielsen NATIONAL TV AUDIENCE ESTIMATES**

EVE.WED. AUG.31, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	48.0	48.6	48.9	50.9	51.3	53.0	54.8	56.1	56.1	57.4	57.2	57.3	56.2	55.4	54.1	53.1

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

GROWING PAINS (R)	HEAD OF THE CLASS (R)	HOOPERMAN (R)	SLAP MAXWELL (R)(PAE)	CHINA BEACH (R)
11,660	11,840	10,120	7,770	8,410
12.9	13.1	11.2	8.6	9.3
25	24	20	15	17
12.3	13.4	11.2	8.9	9.2
		11.3	8.3	9.2
				9.3
				9.2
				9.3
				9.4
				9.4
				9.5

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

JAKE AND THE FATMAN (R)(PAE)	EQUALIZER (R)	WISEGUY (R)
9,490	9,220	9,580
10.5	10.2	10.6
20	18	19
10.0	9.7	10.0
10.1 *	9.8 *	10.6 *
19 *	17 *	18 *
10.2	10.0	10.6
10.8	10.5	10.7
10.9		10.7
		10.6
		10.7
		11.0
		10.9 *
		20 *
		13.8 *

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FUNNY PEOPLE	NBC MOVIE OF THE WEEK-WED DESPERADO (R)
7,050	11,840
7.8	13.1
15	23
7.5	11.0
7.4 *	11.8 *
14 *	21 *
7.3	12.5
8.2	13.2
8.3	13.7
	13.6
	13.4 *
	24 *
	13.2
	13.7
	13.8 *
	26 *
	13.9

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

13.2	12.1	12.0	13.0	13.8	14.9	13.4	10.8
27	24	23	23	24	26	24	20

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.1	3.2	3.0	3.5	3.8	4.2	3.2	2.3
6	6	6	6	7	7	6	4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6	2.4	3.0	3.2	2.5	2.6	2.1	1.8
3	5	6	6	4	5	4	3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.7	5.3	5.9	6.4	8.0	7.6	7.2	6.4
10	11	11	12	14	13	13	12

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.0	2.4	2.8	3.4	4.1	4.0	4.4	4.0
4	5	5	6	7	7	8	7

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

EVE. THU. SEP. 1, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	46.0	47.2	48.2	50.5	50.7	53.4	54.3	56.0	56.2	57.3	57.8	57.8	56.4	56.4	55.8	53.4

ABC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

HALF AND HALF				ABC THURSDAY NIGHT MOVIE DEADLINE (PAC)										
5,880				5,700										
6.5	6.6 *		6.4	6.3 *	6.6 *			6.7 *		6.2 *			5.8	
12	13 *		12 *	11	12 *			12 *		11 *			11	
7.0	6.2	6.4	6.5	6.6	6.6	6.7		6.6	6.4	6.1	5.8	5.8		

CBS TV

AVERAGE AUDIENCE (Hhds (000) & %)	{
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

48 HOURS ON RUNAWAY STREET (R)			CBS SPECIAL MOVIE PRSNT TANK (PAE)										
7,860			11,390										
8.7	8.4	*	9.0	*	12.6	10.3	*	11.7	*	14.1	*	14.3	*
16	16	*	16	*	22	18	*	20	*	25	*	26	*
8.4	8.5	9.0	9.0	10.1	10.5	11.5	11.9	14.0	14.3	14.8	13.8		

NBC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{
SHARE AUDIENCE	%
AVG. AUD. BY 1/4 HR	%

BILL COSBY SHOW (R)	A DIFFERENT WORLD (R)	CHEERS (R)	NIGHT COURT (R)	L.A. LAW (R)
16,720	17,360	17,180	16,450	13,830
18.5	19.2	19.0	18.2	15.3
36	35	33	31	27 *
16.5	18.9	18.6	18.2	15.4
20.6	19.5	19.4	18.3	15.5
				15.4 *
				28 *

INDEPENDENTS
(INCL. SUPERSTATIONS)

	AVERAGE AUDIENCE
	SHARE AUDIENCE %

12.1 26	11.3 23	10.0 19	10.4 19	10.4 18	10.9 19	10.3 18	9.3 17
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SUPERSTATIONS

[illegible]

2.9 6	3.0 6	2.6 5	2.7 5	3.2 6	3.4 6	2.6 5	2.2 4
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PBS

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1980-81	76,000	1.0
1981-82	76,000	1.0
1982-83	76,000	1.0
1983-84	76,000	1.0
1984-85	76,000	1.0
1985-86	76,000	1.0
1986-87	76,000	1.0
1987-88	76,000	1.0
1988-89	76,000	1.0
1989-90	76,000	1.0
1990-91	76,000	1.0
1991-92	76,000	1.0
1992-93	76,000	1.0
1993-94	76,000	1.0
1994-95	76,000	1.0
1995-96	76,000	1.0
1996-97	76,000	1.0
1997-98	76,000	1.0
1998-99	76,000	1.0
1999-00	76,000	1.0
2000-01	76,000	1.0
2001-02	76,000	1.0
2002-03	76,000	1.0
2003-04	76,000	1.0
2004-05	76,000	1.0
2005-06	76,000	1.0
2006-07	76,000	1.0
2007-08	76,000	1.0
2008-09	76,000	1.0
2009-10	76,000	1.0
2010-11	76,000	1.0
2011-12	76,000	1.0
2012-13	76,000	1.0
2013-14	76,000	1.0
2014-15	76,000	1.0
2015-16	76,000	1.0
2016-17	76,000	1.0
2017-18	76,000	1.0
2018-19	76,000	1.0
2019-20	76,000	1.0
2020-21	76,000	1.0
2021-22	76,000	1.0
2022-23	76,000	1.0
2023-24	76,000	1.0
2024-25	76,000	1.0
2025-26	76,000	1.0
2026-27	76,000	1.0
2027-28	76,000	1.0
2028-29	76,000	1.0
2029-30	76,000	1.0
2030-31	76,000	1.0
2031-32	76,000	1.0
2032-33	76,000	1.0
2033-34	76,000	1.0
2034-35	76,000	1.0
2035-36	76,000	1.0
2036-37	76,000	1.0
2037-38	76,000	1.0
2038-39	76,000	1.0
2039-40	76,000	1.0
2040-41	76,000	1.0
2041-42	76,000	1.0
2042-43	76,000	1.0
2043-44	76,000	1.0
2044-45	76,000	1.0
2045-46	76,000	1.0
2046-47	76,000	1.0
2047-48	76,000	1.0
2048-49	76,000	1.0
2049-50	76,000	1.0
2050-51	76,000	1.0
2051-52	76,000	1.0
2052-53	76,000	1.0
2053-54	76,000	1.0
2054-55	76,000	1.0
2055-56	76,000	1.0
2056-57	76,000	1.0
2057-58	76,000	1.0
2058-59	76,000	1.0
2059-60	76,000	1.0
2060-61	76,000	1.0
2061-62	76,000	1.0
2062-63	76,000	1.0
2063-64	76,000	1.0
2064-65	76,000	1.0
2065-66	76,000	1.0
2066-67	76,000	1.0
2067-68	76,000	1.0
2068-69	76,000	1.0
2069-70	76,000	1.0
2070-71	76,000	1.0
2071-72	76,000	1.0
2072-73	76,000	1.0
2073-74	76,000	1.0
2074-75	76,000	1.0
2075-76	76,000	1.0
2076-77	76,000	1.0
2077-78	76,000	1.0
2078-79	76,000	1.0
2079-80	76,000	1.0
2080-81	76,000	1.0
2081-82	76,000	1.0
2082-83	76,000	1.0
2083-84	76,000	1.0
2084-85	76,000	1.0
2085-86	76,000	1.0
2086-87	76,000	1.0
2087-88	76,000	1.0
2088-89	76,000	1.0
2089-90	76,	

1.5 3	2.1 4	2.2 4	2.7 5	2.2 4	2.2 4	1.9 3	1.6 3
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CABLE ORIG.

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	1,000,000	10.0
2	2,000,000	20.0
3	3,000,000	30.0
4	4,000,000	40.0
5	5,000,000	50.0
6	6,000,000	60.0
7	7,000,000	70.0
8	8,000,000	80.0
9	9,000,000	90.0
10	10,000,000	100.0

5.3 11	5.8 12	6.4 12	7.6 14	7.6 13	7.4 13	7.8 14	6.9 13
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PAY SERVICES

	AVERAGE AUDIENCE	SHARE AUDIENCE %
--	------------------	------------------

1.9 4	2.4 5	2.9 6	3.2 6	4.5 8	5.0 9	5.2 9	4.8 9
----------	----------	----------	----------	----------	----------	----------	----------

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	43.2	44.5	44.3	45.5	45.2	46.2	47.5	48.7	49.2	50.2	50.2	50.6	50.3	49.9	49.7	48.6

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

PERFECT
STRANGERS
(R)FULL HOUSE
(R)MR. BELVEDERE
(R)SECOND START
(PAE)

20/20

7,590		9,130		9,760		8,050		10,940								
8.4		10.1		10.8		8.9		12.1		11.9 *					12.3 *	
18		21		22		18		24		24 *					25 *	
7.9	8.8	9.7	10.5	10.4	11.1	8.9	8.9	11.8	11.9	12.5	12.2					

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← BEAUTY & THE BEAST
(R)CBS FRIDAY MOVIE
KUNG FU: THE MOVIE
(R)(PAE)

7,590				8,230												
8.4	8.2 *			9.1 *	8.7 *			9.1 *		9.2 *					9.3 *	
18	18 *			18 *	17 *			18 *		18 *					19 *	
8.2	8.2	8.5	8.7	8.6	8.7	9.2	9.1	9.2	9.2	9.4	9.2					

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

<BEST OF TV BLOOPERS-JOKES>
(R)← BLACKIE'S MAGIC
(R)← MIAMI VICE
(R)

7,140				7,140				7,500								
7.9	7.6 *			7.9 *	7.4 *			8.3 *	8.3	8.2 *					8.3 *	
17	17 *			16 *	15 *			16 *	17	16 *					17 *	
7.4	7.8	8.3	8.1	7.4	7.3	8.0	8.6	8.1	8.3	8.1					8.5	

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

11.6		11.2		10.5		10.7		11.2		12.6		10.2		8.5
26		25		23		22		23		25		20		17

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.2		2.4		2.7		3.0		3.5		4.0		2.4		1.6
5		5		6		6		7		8		5		3

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6		2.1		2.4		2.2		2.5		2.3		2.0		1.9
4		5		5		5		5		5		4		4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.2		5.3		5.4		5.6		6.2		6.7		7.0		6.8
12		12		12		12		12		13		14		14

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.1		3.2		4.0		4.2		4.7		4.0		4.3		4.5
5		7		9		9		9		8		9		9

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

A-12 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. SEP.3, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	39.6	40.9	41.5	42.5	44.3	45.2	46.1	47.5	49.1	51.0	51.0	50.9	48.8	48.5	47.6	46.1	44.3	41.8

ABC TV

AVERAGE AUDIENCE
(Hhids (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

<div style="display: flex; justify-content: space-between;"> ← ABC MOVIE SPECIAL-SAT THE JOURNEY OF NATTY GAVN (R)(PAE) → ← SPENSER: FOR HIRE (R) → </div>																		
8,320													6,510					
9.2	7.5 *					8.8 *			10.1 *			10.3 *	7.2	7.0 *		7.5 *		
19	17 *					19 *			20 *			20 *	15	14 *		16 *		
7.4	7.6	8.5				9.1	9.9		10.4	10.9		9.7	6.8	7.2	7.3	7.6		

CBS TV

AVERAGE AUDIENCE
(Hhids (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

<div style="display: flex; justify-content: space-between;"> FIRST IMPRESSIONS FRANK'S PLACE (R)(PAE) CBS COLLEGE FTBL GAME FLORIDA STATE VS MIAMI (9:00-12:35) </div>																		
3,890						3,710		6,690										
4.3						4.1		7.4	6.1 *			8.0 *		8.8 *		8.3 *		7.6 *
10						9		17	13 *			16 *		18 *		18 *		17 *
4.4	4.2					4.1	4.2	5.6	6.7	8.0		8.1	8.8	8.8	8.8	7.9	7.7	7.4

NBC TV

AVERAGE AUDIENCE
(Hhids (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

<div style="display: flex; justify-content: space-between;"> FACTS OF LIFE (R) 227 (R) GOLDEN GIRLS (R) AMEN (R) HUNTER (R) </div>																		
8,950						11,120		15,370		13,740		12,750						
9.9						12.3		17.0		15.2		14.1	14.0 *			14.2 *		
22						26		34		30		29	29 *			30 *		
9.4	10.4					11.6	13.1	16.3	17.8	14.8	15.7	14.1	14.0	14.2		14.1		

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

10.2		10.9		9.8		9.0		7.4		8.1		9.2		7.9		7.2
25		26		22		19		15		16		19		17		17

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.7		2.9		2.1		2.0		1.9		2.1		2.2		1.6		1.5
7		7		5		4		4		4		5		3		3

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.2		2.5		3.0		3.2		1.9		2.0		2.1		1.8		1.3
5		6		7		7		4		4		4		4		3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

8.0		8.0		7.6		7.4		6.0		5.8		5.7		5.2		4.6
20		19		17		16		12		11		12		11		11

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.6		3.4		4.4		4.5		5.4		5.4		6.2		6.0		4.1
9		8		10		10		11		11		13		13		10

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

A-14 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. SEP. 3, 1988

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	37.0	34.1	31.3	29.0	25.7	23.1	21.0	19.2	16.9	15.2	14.0	12.7	11.5	10.5

ABC TV

AVERAGE AUDIENCE	{	1,720
(Hhlds (000) & %)	{	1.9
SHARE AUDIENCE	%	6
AVG. AUD. BY 1/4 HR	%	1.9

CBS TV

AVERAGE AUDIENCE	{	3,980
(Hhlds (000) & %)	{	4.4
SHARE AUDIENCE	%	14
AVG. AUD. BY 1/4 HR	%	4.4

NBC TV

AVERAGE AUDIENCE	{	5,240
(Hhlds (000) & %)	{	5.8
SHARE AUDIENCE	%	19
AVG. AUD. BY 1/4 HR	%	7.5

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	7.9	6.8	6.2	5.1	3.6	3.2	2.8
SHARE AUDIENCE %	22	23	25	25	23	24	25

SUPERSTATIONS

AVERAGE AUDIENCE	1.8	1.6	1.5	1.1	0.7	0.5	0.5
SHARE AUDIENCE %	5	5	6	5	4	4	5

PBS

AVERAGE AUDIENCE	1.1	1.1	0.6	0.3	0.2	0.2	0.1
SHARE AUDIENCE %	3	4	2	1	1	1	1

CABLE ORIG.

AVERAGE AUDIENCE	5.3	4.4	3.4	2.6	2.1	1.8	1.6
SHARE AUDIENCE %	15	15	14	13	13	13	15

PAY SERVICES

AVERAGE AUDIENCE	3.7	3.5	3.1	3.3	3.2	2.9	2.4
SHARE AUDIENCE %	10	12	13	16	20	22	22

U.S. TV HOUSEHOLDS: 90,400,000
 (1) ABC WEEKEND REPORT-SAT., ABC, (11:30-11:45)
 (2) CBS COLLEGE FTBL POST-SAT., (PAE), CBS, (12:35-12:40)

For explanation of symbols, See page B.

A-16 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. SEP.4, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	45.0	46.5	47.4	48.9	49.7	50.8	51.5	52.1	51.9	53.0	53.5	54.0	53.1	52.8	52.4	51.9	49.1	45.1

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

← DISNEY SUNDAY MOVIE
NOT QUITE HUMAN, PT.1
(R)

← MACGYVER
(R)

← ABC SUNDAY NIGHT MOVIE(B)
POLTERGEIST
(9:00-11:19)(R)(PAE)

(3.00-11.15) (R) (FAX)																
AVERAGE AUDIENCE (Hhlds (000) & %)	{	6,150				6,870				7,960						
SHARE AUDIENCE	%	6.8	6.3 *			7.4 *	7.6	6.9 *		8.4 *	8.8	7.4 *		8.1 *	8.8 *	9.7 *
AVG. AUD. BY 1/4 HR	%	14	14 *			15 *	15	14 *		16 *	17	14 *		15 *	17 *	19 *
	%	6.1	6.5	7.2		7.5	6.7	7.1	8.0	8.7	7.3	7.6	8.0	8.2	8.7	9.0
															9.4	10.0
																10.4
																10.3

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

← 60 MINUTES

← MURDER, SHE WROTE
(R)

← CBS SUNDAY MOVIE(B)
HIGHER GROUND
(PAE)

CBS SUNDAY
NEWS

AVERAGE AUDIENCE (Hhlds (000) & %)	{	12,290				12,750				12,020							2,980
SHARE AUDIENCE	%	13.6	12.0 *			15.3 *	14.1 *	13.6 *		14.6 *	13.3	12.7 *		13.1 *		13.8 *	13.6 *
AVG. AUD. BY 1/4 HR	%	29	26 *			32 *	28	27 *		28	25	24 *		24 *		26 *	26 *
	%	11.0	13.0	15.1		15.5	13.3	13.9	14.5	14.6	12.4	13.0	12.9	13.3	13.7	13.9	14.0
																	13.2

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

(1)

FAMILY
TIES(R)
(7:36-
8:06)(PAE)

MY TWO
DADS(R)
(8:06-
8:36)(PAE)

A WHOLE LOTTA FUN
(8:36-9:36)(PAE)

← NBC SUNDAY NIGHT MOVIE
THE MAN WHO WASN'T THERE
(9:36-11:36)(PAE)

		6,060		6,870		6,330		7,230									
AVERAGE AUDIENCE (Hhlds (000) & %)		13.4	* 6.7		7.6		7.0	6.4	*	7.5	* 8.0	7.6	*	7.8	*	7.9	*
SHARE AUDIENCE %		29	* 14		15		13	12	*	14	* 16	14	*	15	*	15	*
AVG. AUD. BY 1/4 HR %		13.9	12.7	6.3	6.4	7.2	7.7	6.7	6.2	7.6	7.5	7.3	7.8	7.9	7.7	7.8	8.0

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

10.3		11.8		13.4		12.9		10.6		10.9		10.2		9.3		6.5
23		24		27		25		20		20		19		18		14
3.1		3.5		3.5		3.6		3.3		3.8		3.7		3.6		2.2
7		7		7		7		6		7		7		7		5
1.6		2.0		2.6		2.8		2.8		2.9		2.0		1.8		1.4
4		4		5		5		5		5		4		3		3
4.9		5.1		5.6		5.7		5.8		6.1		5.5		5.4		4.3
11		11		11		11		11		11		10		10		9
2.8		2.7		3.1		3.6		4.6		4.6		4.4		4.5		4.3
6		6		6		7		9		9		8		9		9

U.S. TV HOUSEHOLDS: 90,400,000
(1) NFL GAME 2,VARIOUS TEAMS AND TIMES,(PAE),NBC,(MULTI SEGMENT)

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	38.9	35.0	31.1	28.9	25.9	23.2	20.7	18.4	16.4	15.1	13.9	12.5	10.9	10.1

ABC TV

AVERAGE AUDIENCE {
 (Hhds (000) & %) 1,540
 SHARE AUDIENCE % 1.7
 AVG. AUD. BY 1/4 HR % 7
 1.8 1.6

CBS TV

AVERAGE AUDIENCE {
 (Hhds (000) & %) %
 SHARE AUDIENCE %
 AVG. AUD. BY 1/4 HR %

NBC TV

AVERAGE AUDIENCE {
 (Hhds (000) & %) 1,630
 SHARE AUDIENCE % 1.8
 AVG. AUD. BY 1/4 HR % 6
 7.8 1.9

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE 6.5
 SHARE AUDIENCE % 18

SUPERSTATIONS

AVERAGE AUDIENCE 1.7
 SHARE AUDIENCE % 5

PBS

AVERAGE AUDIENCE 1.5
 SHARE AUDIENCE % 4

CABLE ORIG.

AVERAGE AUDIENCE 4.7
 SHARE AUDIENCE % 13

PAY SERVICES

AVERAGE AUDIENCE 4.3
 SHARE AUDIENCE % 12

U.S. TV HOUSEHOLDS: 90,400,000

- (1) ABC WEEKEND REPORT-SUN., ABC, (11:58-12:13)
 (2) NBC SUNDAY NIGHT MOVIE, THE MAN WHO WASN'T THERE, NBC, (9:36-11:36)
 (3) G MICHAELS SPORTS MACHINE, (PAE), NBC, (12:06-12:21)

For explanation of symbols, See page B.

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	7.5	9.0	10.7	12.9	14.7	16.1	16.8	17.3	18.1	19.1	20.0	20.4	21.2	22.2	22.3	22.2	21.2	21.8

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

(PAE)	(1)	(PAE)	(2)	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)	GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)													
	1,070		1,790		3,070						3,310							
	1.2		2.0		3.4						3.7							
	13		15		20						18							
	1.2		2.0		3.5	3.3					3.7	3.6						

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

		CBS MORNING NEWS- 6:30AM		CBS THIS MORNING-A (SUS)		CBS THIS MORNING-1		CBS THIS MORNING-B (SUS)		CBS THIS MORNING-2							FAMILY FEUD	
		800				1,900				1,830							2,620	
		0.9				2.1				2.0							2.9	
		10				12				10							13	
		0.8	1.0			2.1	2.1			2.0	2.1						2.7	3.1

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

	NBC NEWS AT SUNRISE (PAE)				TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) (PAE)			TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) (PAE)									SALE OF THE CENTURY (PAE)	
	1,590				3,420			3,710									2,820	
	1.8				3.8			4.1									3.1	
	19				22			20									14	
	1.5	2.0			3.8	3.7		4.2	4.0								3.0	3.3

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5		2.6		4.2		5.1		5.4		6.0		5.5		5.3		5.4	
18		22		27		30		29		30		25		24		25	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.7		1.1		1.5		1.7		1.8		2.0		1.8		1.9		1.6	
8		9		10		10		10		10		8		8		8	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.1	^	0.1	^	0.4		0.6		0.9		1.1		1.5		1.5		1.4	
1	^	1	^	2		4		5		5		7		7		6	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.4		1.6		1.8		2.0		2.1		2.5		2.7		2.8		2.6	
17		14		11		11		11		13		12		13		12	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.9		0.8		0.9		0.8		0.9		0.9		0.9		1.0		1.0	
10		7		6		5		5		5		4		4		4	

U.S. TV HOUSEHOLDS: 90,400,000
(1) ABC WORLD NEWS-MORN-815A,ABC,(6:15-8:30)
(2) ABC WORLD NEWS-MORN-845A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

A-22 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. AUG.29-SEP.2,1988

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	21.8	22.1	22.0	22.2	22.2	22.8	24.3	25.2	25.9	26.6	27.7	28.6	28.3	28.6	28.1	28.6	28.5	28.8

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

(PAE)

GROWING PAINS
M-E
(PAE)

HOME
(PAE)

RYAN'S HOPE

LOVING
(PAE)

←ALL MY CHILDREN→

←ONE LIFE TO LIVE
(PAE)→

2,640
2.9
13
2.8

3.1

2,040
2.3
10
2.4

2.2

2,060
2.3
9
2.2

2.4

3,060
3.4
13
3.3

3.5

5,800
6.4
23
5.7

6.0
21
6.3

6.7

6.8
24
6.9

6,740
7.5
26
7.1

7.3
26
7.4

7.6

7.6
27
7.7

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

NEW CARD
SHARKS

PRICE IS
RIGHT 1

PRICE IS
RIGHT 2
(PAE)

←YOUNG AND THE RESTLESS→

BOLD AND THE
BEAUTIFUL

←AS THE WORLD TURNS→

2,690
3.0
14
2.9

3.1

4,340
4.8
22
4.6

5.0

5,480
6.1
27
5.8

6.3

6,440
7.1
27
6.8

7.0
28
7.1

7.2

7.3
27
7.3

5.2
18
5.2

5.1

5,660
6.3
22
6.1

6.2
22
6.3

6.3

6.3
22
6.2

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

CLASSIC
CONCENTRATION

WHEEL OF
FORTUNE
(PAE)

WIN, LOSE OR
DRAW

SUPER PASSWORD
(PAE)

SCRABBLE

←DAYS OF OUR LIVES
(PAE)→

←ANOTHER WORLD
(PAE)→

3,440
3.8
17
3.7

3.9

4,270
4.7
21
4.7

4.7

3,690
4.1
18
4.0

4.2

2,840
3.1
13
3.1

3.3

3,650
4.0
15
3.9

4.1

6,110
6.8
24
6.3

6.5
23
6.7

7.0

7.0
24
7.0

4,140
4.6
16
4.8

4.7
17
4.5

4.5

4.5
16
4.5

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.0
23

4.3
19

4.5
20

4.9
20

5.7
22

5.5
19

5.9
21

6.0
21

6.2
22

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5
7

1.4
6

1.4
6

1.5
6

1.9
7

1.7
6

1.7
6

1.7
6

1.8
6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.2
6

0.9
4

0.8
3

0.8
3

0.9
4

0.8
3

0.8
3

0.8
3

0.8
3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.7
12

2.8
13

2.8
13

3.0
12

2.8
11

3.0
11

3.1
11

3.2
11

3.2
11

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.0
5

1.0
5

1.0
5

1.2
5

1.2
5

1.2
4

1.1
4

1.2
4

1.1
4

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45		
HUT	27.8	28.2	28.7	29.5	29.8	31.5	32.6	34.1	34.7	36.7	38.1	39.9	44.9	46.2	46.8	47.7		
← GENERAL HOSPITAL →															ABC WORLD NEWS TONIGHT			
ABC TV																		
AVERAGE AUDIENCE (Hhlds (000) & %)	{ 6,670														8,500			
SHARE AUDIENCE %	{ 7.4	7.4	*		7.3	*									9.4			
AVG. AUD. BY 1/4 HR	% 26	26	*		25	*									20			
	% 7.5	7.4	7.4	7.3											9.2	9.6		
← GUIDING LIGHT (PAE) →															CBS EVENING NEWS-RATHER			
CBS TV																		
AVERAGE AUDIENCE (Hhlds (000) & %)	{ 4,830														8,820			
SHARE AUDIENCE %	{ 5.3	5.3	*		5.4	*									9.8			
AVG. AUD. BY 1/4 HR	% 19	19	*		18	*									21			
	% 5.3	5.3	5.4	5.4											9.8	9.7		
← SANTA BARBARA (PAE) →															NBC NIGHTLY NEWS			
NBC TV																		
AVERAGE AUDIENCE (Hhlds (000) & %)	{ 3,960														7,970			
SHARE AUDIENCE %	{ 4.4	4.3	*		4.4	*									8.8			
AVG. AUD. BY 1/4 HR	% 15	15	*		15	*									19			
	% 4.4	4.3	4.4	4.5											8.8	8.8		

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.4	7.2	8.3	9.7	11.4	13.3	15.2	16.9	18.8	20.7	22.0	24.0	25.4	25.9	26.1	26.8	27.0	27.2

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

LITTLE WIZARDS	ALL NEW POUND PUPPIES	MY PET MONSTER	FLINTSTONE KIDS	REAL GHOSTBUSTERS I	REAL GHOSTBUSTERS II	BUGS BUNNY/TWEETY SHOW I
1,180	1,900	2,530	2,980	4,070	4,430	4,430
1.3	2.1	2.8	3.3	4.5	4.9	4.9
10	13	14	14	17	18	18
1.1	1.4	2.0	2.3	2.5	3.1	3.1

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

HELLO KITTY	MUPPET I	BABIES	MUPPET II	BABIES	MUPPET III	BABIES	PEE WEE'S PLAYHOUSE	MIGHTY MOUSE	POPEYE & SON
1,540	2,800		3,530		4,160		4,430	3,340	3,710
1.7	3.1		3.9		4.6		4.9	3.7	4.1
14	19		20		20		19	14	15
1.6	1.9	3.0	3.3	3.8	4.1	4.3	4.9	4.8	5.0
								3.7	3.7
									4.0
									4.2

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

GUMMI BEARS (PAE)	SMURFS I	SMURFS II	SMURFS III (PAE)	ALF-SAT MORN (PAE)	ALVIN AND THE CHIPMUNKS	FRAGGLE ROCK
2,350	2,980	3,980	4,430	4,340	4,790	3,620
2.6	3.3	4.4	4.9	4.8	5.3	4.0
21	20	22	21	19	20	15
2.2	2.9	3.0	3.5	4.3	4.5	4.3

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7	2.4	2.7	3.6	4.1	4.6	5.5	6.1	6.3
25	27	22	22	21	20	21	23	23

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.8	1.1	1.1	1.2	1.2	1.2	1.4	1.5	1.8
12	12	9	7	6	5	5	6	7

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.1	0.1	0.4	0.6	0.6	1.0	1.0	1.2	1.2
1	1	3	4	3	4	4	5	4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.3	1.7	2.4	2.3	2.8	3.4	3.7	3.8	4.0
19	19	19	14	14	15	14	14	15

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1	1.2	1.3	1.5	1.9	2.3	2.5	2.4	2.8
16	13	10	9	10	10	10	9	10

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	26.8	27.2	26.7	27.4	27.5	27.2	26.6	27.2	27.6	28.1	28.4	29.5	30.4	30.3	30.1	30.6	31.2	31.5

VERAGE AUDIENCE
Hhlds (000) & %)
HARE AUDIENCE
VG. AUD. BY 1/4 HR

	1	2	3	4	5	6	7	8
AVERAGE AUDIENCE (Hhlds (000) & %)	4,790 5.3	3,070 3.4	1,810 2.0	1,810 2.0				
SHARE AUDIENCE %	20	13	7	7				
AVG. AUD. BY 1/4 HR	5.3	5.4	3.3	3.4	2.1	2.0	1.9	2.1

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

[illegible]

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

AVERAGE AUDIENCE	{	2,800		2,440		2,080				3,800	5,970						
(Hhlds (000) & %)	{	3.1		2.7		2.3				4.2	6.6		5.6	*	6.4	*	6.9
SHARE AUDIENCE	%	11		10		9				15	21		18	*	21	*	22
AVG. AUD. BY 1/4 HR	%	3.0	3.2	2.6	2.8	2.3	2.2			4.1	4.4	5.5	5.6	6.2	6.6	6.8	6.8

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	1,000,000	10.0
2	2,000,000	20.0
3	3,000,000	30.0
4	4,000,000	40.0
5	5,000,000	50.0
6	6,000,000	60.0
7	7,000,000	70.0
8	8,000,000	80.0
9	9,000,000	90.0
10	10,000,000	100.0

AVERAGE AUDIENCE	6.6	7.0	7.7	7.6	8.2	8.4	8.7	9.2	9.9
SHARE AUDIENCE %	24	26	28	28	29	29	29	30	32

	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	10.0	10.0
2	10.0	10.0
3	10.0	10.0
4	10.0	10.0
5	10.0	10.0
6	10.0	10.0
7	10.0	10.0
8	10.0	10.0
9	10.0	10.0
10	10.0	10.0
11	10.0	10.0
12	10.0	10.0
13	10.0	10.0
14	10.0	10.0
15	10.0	10.0
16	10.0	10.0
17	10.0	10.0
18	10.0	10.0
19	10.0	10.0
20	10.0	10.0
21	10.0	10.0
22	10.0	10.0
23	10.0	10.0
24	10.0	10.0
25	10.0	10.0
26	10.0	10.0
27	10.0	10.0
28	10.0	10.0
29	10.0	10.0
30	10.0	10.0
31	10.0	10.0
32	10.0	10.0
33	10.0	10.0
34	10.0	10.0
35	10.0	10.0
36	10.0	10.0
37	10.0	10.0
38	10.0	10.0
39	10.0	10.0
40	10.0	10.0
41	10.0	10.0
42	10.0	10.0
43	10.0	10.0
44	10.0	10.0
45	10.0	10.0
46	10.0	10.0
47	10.0	10.0
48	10.0	10.0
49	10.0	10.0
50	10.0	10.0
51	10.0	10.0
52	10.0	10.0
53	10.0	10.0
54	10.0	10.0
55	10.0	10.0
56	10.0	10.0
57	10.0	10.0
58	10.0	10.0
59	10.0	10.0
60	10.0	10.0
61	10.0	10.0
62	10.0	10.0
63	10.0	10.0
64	10.0	10.0
65	10.0	10.0
66	10.0	10.0
67	10.0	10.0
68	10.0	10.0
69	10.0	10.0
70	10.0	10.0
71	10.0	10.0
72	10.0	10.0
73	10.0	10.0
74	10.0	10.0
75	10.0	10.0
76	10.0	10.0
77	10.0	10.0
78	10.0	10.0
79	10.0	10.0
80	10.0	10.0
81	10.0	10.0
82	10.0	10.0
83	10.0	10.0
84	10.0	10.0
85	10.0	10.0
86	10.0	10.0
87	10.0	10.0
88	10.0	10.0
89	10.0	10.0
90	10.0	10.0
91	10.0	10.0
92	10.0	10.0
93	10.0	10.0
94	10.0	10.0
95	10.0	10.0
96	10.0	10.0
97	10.0	10.0
98	10.0	10.0
99	10.0	10.0
100	10.0	10.0

AVERAGE AUDIENCE SHARE AUDIENCE %	2.0 7	1.6 6	1.8 7	1.8 7	2.1 8	2.5 9	2.6 9	2.9 10	3.5 11
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	AVERAGE AUDIENCE	SHARE AUDIENCE %
1	1,000,000	10.0
2	2,000,000	20.0
3	3,000,000	30.0
4	4,000,000	40.0
5	5,000,000	50.0
6	6,000,000	60.0
7	7,000,000	70.0
8	8,000,000	80.0
9	9,000,000	90.0
10	10,000,000	100.0

AVERAGE AUDIENCE SHARE AUDIENCE %	1.3 5	1.6 6	1.9 7	1.8 7	1.9 7	2.0 7	1.9 6	1.7 6	1.7 5
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	AVERAGE AUDIENCE	SHARE AUDIENCE %
1. <i>THE MENTALIST</i>	1,000,000	1.0
2. <i>THE MENTALIST</i>	900,000	0.9
3. <i>THE MENTALIST</i>	800,000	0.8
4. <i>THE MENTALIST</i>	700,000	0.7
5. <i>THE MENTALIST</i>	600,000	0.6
6. <i>THE MENTALIST</i>	500,000	0.5
7. <i>THE MENTALIST</i>	400,000	0.4
8. <i>THE MENTALIST</i>	300,000	0.3
9. <i>THE MENTALIST</i>	200,000	0.2
10. <i>THE MENTALIST</i>	100,000	0.1

AVERAGE AUDIENCE SHARE AUDIENCE %	4.1 15	4.3 16	4.5 16	4.3 16	4.8 17	4.8 17	5.1 17	6.2 20	6.6 21
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	AVERAGE AUDIENCE	SHARE AUDIENCE %
1. <i>THE MENTALIST</i>	1.1	1.1
2. <i>THE MENTALIST</i>	1.1	1.1
3. <i>THE MENTALIST</i>	1.1	1.1
4. <i>THE MENTALIST</i>	1.1	1.1
5. <i>THE MENTALIST</i>	1.1	1.1
6. <i>THE MENTALIST</i>	1.1	1.1
7. <i>THE MENTALIST</i>	1.1	1.1
8. <i>THE MENTALIST</i>	1.1	1.1
9. <i>THE MENTALIST</i>	1.1	1.1
10. <i>THE MENTALIST</i>	1.1	1.1
11. <i>THE MENTALIST</i>	1.1	1.1
12. <i>THE MENTALIST</i>	1.1	1.1
13. <i>THE MENTALIST</i>	1.1	1.1
14. <i>THE MENTALIST</i>	1.1	1.1
15. <i>THE MENTALIST</i>	1.1	1.1
16. <i>THE MENTALIST</i>	1.1	1.1
17. <i>THE MENTALIST</i>	1.1	1.1
18. <i>THE MENTALIST</i>	1.1	1.1
19. <i>THE MENTALIST</i>	1.1	1.1
20. <i>THE MENTALIST</i>	1.1	1.1
21. <i>THE MENTALIST</i>	1.1	1.1
22. <i>THE MENTALIST</i>	1.1	1.1
23. <i>THE MENTALIST</i>	1.1	1.1
24. <i>THE MENTALIST</i>	1.1	1.1
25. <i>THE MENTALIST</i>	1.1	1.1
26. <i>THE MENTALIST</i>	1.1	1.1
27. <i>THE MENTALIST</i>	1.1	1.1
28. <i>THE MENTALIST</i>	1.1	1.1
29. <i>THE MENTALIST</i>	1.1	1.1
30. <i>THE MENTALIST</i>	1.1	1.1
31. <i>THE MENTALIST</i>	1.1	1.1
32. <i>THE MENTALIST</i>	1.1	1.1
33. <i>THE MENTALIST</i>	1.1	1.1
34. <i>THE MENTALIST</i>	1.1	1.1
35. <i>THE MENTALIST</i>	1.1	1.1
36. <i>THE MENTALIST</i>	1.1	1.1
37. <i>THE MENTALIST</i>	1.1	1.1
38. <i>THE MENTALIST</i>	1.1	1.1
39. <i>THE MENTALIST</i>	1.1	1.1
40. <i>THE MENTALIST</i>	1.1	1.1
41. <i>THE MENTALIST</i>	1.1	1.1
42. <i>THE MENTALIST</i>	1.1	1.1
43. <i>THE MENTALIST</i>	1.1	1.1
44. <i>THE MENTALIST</i>	1.1	1.1
45. <i>THE MENTALIST</i>	1.1	1.1
46. <i>THE MENTALIST</i>	1.1	1.1
47. <i>THE MENTALIST</i>	1.1	1.1
48. <i>THE MENTALIST</i>	1.1	1.1
49. <i>THE MENTALIST</i>	1.1	1.1
50. <i>THE MENTALIST</i>	1.1	1.1
51. <i>THE MENTALIST</i>	1.1	1.1
52. <i>THE MENTALIST</i>	1.1	1.1
53. <i>THE MENTALIST</i>	1.1	1.1
54. <i>THE MENTALIST</i>	1.1	1.1
55. <i>THE MENTALIST</i>	1.1	1.1
56. <i>THE MENTALIST</i>	1.1	1.1
57. <i>THE MENTALIST</i>	1.1	1.1
58. <i>THE MENTALIST</i>	1.1	1.1
59. <i>THE MENTALIST</i>	1.1	1.1
60. <i>THE MENTALIST</i>	1.1	1.1
61. <i>THE MENTALIST</i>	1.1	1.1
62. <i>THE MENTALIST</i>	1.1	1.1
63. <i>THE MENTALIST</i>	1.1	1.1
64. <i>THE MENTALIST</i>	1.1	1.1
65. <i>THE MENTALIST</i>	1.1	1.1
66. <i>THE MENTALIST</i>	1.1	1.1
67. <i>THE MENTALIST</i>	1.1	1.1
68. <i>THE MENTALIST</i>	1.1	1.1
69. <i>THE MENTALIST</i>	1.1	1.1
70. <i>THE MENTALIST</i>	1.1	1.1
71. <i>THE MENTALIST</i>	1.1	1.1
72. <i>THE MENTALIST</i>	1.1	1.1
73. <i>THE MENTALIST</i>	1.1	1.1
74. <i>THE MENTALIST</i>	1.1	1.1
75. <i>THE MENTALIST</i>	1.1	1.1
76. <i>THE MENTALIST</i>	1.1	1.1
77. <i>THE MENTALIST</i>	1.1	1.1
78. <i>THE MENTALIST</i>	1.1	1.1
79. <i>THE MENTALIST</i>	1.1	1.1
80. <i>THE MENTALIST</i>	1.1	1.1
81. <i>THE MENTALIST</i>	1.1	1.1
82. <i>THE MENTALIST</i>	1.1	1.1
83. <i>THE MENTALIST</i>	1.1	1.1
84. <i>THE MENTALIST</i>	1.1	1.1
85. <i>THE MENTALIST</i>	1.1	1.1
86. <i>THE MENTALIST</i>	1.1	1.1
87. <i>THE MENTALIST</i>	1.1	1.1
88. <i>THE MENTALIST</i>	1.1	1.1
89. <i>THE MENTALIST</i>	1.1	1.1
90. <i>THE MENTALIST</i>	1.1	1.1
91. <i>THE MENTALIST</i>	1.1	1.1
92. <i>THE MENTALIST</i>	1.1	1.1
93. <i>THE MENTALIST</i>	1.1	1.1
94. <i>THE MENTALIST</i>	1.1	1.1
95. <i>THE MENTALIST</</i>		

AVERAGE AUDIENCE SHARE AUDIENCE %	2.8 10	3.4 13	3.5 13	3.7 14	3.9 14	4.2 14	3.9 13	2.4 8	2.4 8
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U.S. TV HOUSEHOLDS: 90,400,000
(1) NBC MAJOR LEAGUE PRE GAME, (PAE), NBC, (2:00-2:18)

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	31.4	32.2	32.6	33.1	33.7	34.2	34.2	35.0	36.7	37.4	37.8	39.1						

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← ABC WIDE WORLD-SPORTS SAT →

ABC WRLD NEWS
TONIGHT-SAT

3,710													4,970					
4.1													5.5					
12													14					
3.1													5.6	5.4				

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

US OPEN TENNIS-SAT
(12:00-6:00)CBS SAT. NEWS-
SCHIEFFER

													4,070					
													4.5					
													11					
2.7	2.6	2.3	2.4	2.5	2.7	2.9	3.4						4.4	4.7				

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

NBC MAJOR LEAGUE BASEBALL
LOS ANGELES VS. NEW YORK METS
KANSAS CITY VS. MINNESOTA
(MULTI SEGMENT)(PAE)NBC NIGHTLY
NEWS-SAT.

													6,510					
													7.2					
													18					
6.9	6.9	7.3	7.1	7.8	5.9								6.9	7.5				

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

9.2		10.4		10.7		11.8		10.5		10.8	
29		32		31		34		28		28	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.1		3.5		3.6		4.1		3.4		3.0	
10		11		11		12		9		8	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.0		1.8		1.8		2.1		1.7		1.7	
6		5		5		6		5		4	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.7		6.6		6.9		7.3		7.4		7.6	
21		20		20		21		20		20	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.1		3.2		3.6		3.1		3.3		3.2	
10		10		11		9		9		8	

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	5.9	6.7	7.4	8.8	10.4	12.2	13.9	15.7	17.8	20.2	21.8	23.4	24.8	25.7	26.2	27.3	27.9	29.4

ABC TV

AVERAGE AUDIENCE {
 (Hhlds (000) & %)
 SHARE AUDIENCE %
 AVG. AUD. BY 1/4 HR %

CBS TV

AVERAGE AUDIENCE {
 (Hhlds (000) & %)
 SHARE AUDIENCE %
 AVG. AUD. BY 1/4 HR %

FOR OUR TIMES
(SUS)

SUNDAY MORNING

FACE THE
NATION

3,620
 4.0 3.4 *
 18 17 *
 2.9 3.8 4.2 4.3 4.6 4.5 * 1,900
 18 * 2.1
 7
 2.3 2.0

NBC TV

AVERAGE AUDIENCE {
 (Hhlds (000) & %)
 SHARE AUDIENCE %
 AVG. AUD. BY 1/4 HR %

SUNDAY TODAY

MEET THE PRESS

1,720
 1.9 1.4 *
 12 12 *
 1.3 1.5 1.9 2.0 *
 13 *
 2.2 2.4 2.3 * 1,630
 12 * 1.8
 8
 2.2 1.7 1.8

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
 SHARE AUDIENCE %

1.9 2.4 3.5 4.6 5.6 7.2 7.6 8.6 9.1
 30 30 31 31 29 32 30 32 32

SUPERSTATIONS

AVERAGE AUDIENCE
 SHARE AUDIENCE %

0.6 0.8 1.4 1.7 2.0 2.6 2.6 2.8 2.7
 10 10 12 11 11 12 10 10 9

PBS

AVERAGE AUDIENCE
 SHARE AUDIENCE %

0.1 v 0.4 ^ 0.8 1.0 1.5 1.7 1.6 1.6 1.7
 2 v 5 ^ 7 7 8 8 6 6 6

CABLE ORIG.

AVERAGE AUDIENCE
 SHARE AUDIENCE %

1.5 1.9 2.2 2.8 3.4 4.1 5.0 5.1 4.5
 24 23 19 19 18 18 20 19 16

PAY SERVICES

AVERAGE AUDIENCE
 SHARE AUDIENCE %

1.0 1.1 1.4 1.9 2.7 3.1 3.4 3.8 4.4
 16 14 12 13 14 14 13 14 15

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	30.2	30.1	30.2	30.6	31.2	32.3	33.3	35.6	36.6	37.3	37.7	38.1	38.1	38.2	38.6	38.8	39.0	39.3

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

←THIS WEEK-DAVID BRINKLEY→BUSINESS WORLD

{	3,070				1,080													
%	3.4	3.3 *			3.6 *	1.2												
%	10	10 *			10 *	4												
%	3.1	3.5	3.6	3.6	1.1	1.2												

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

CBS NFL TODAY ← CBS NFL FOOTBALL GAME 1
VARIOUS TEAMS AND TIMES
(MULTI SEGMENT)(PAE)

{					5,880		11,300											
%					6.5		12.5	10.1 *		12.2 *		13.0 *		13.1 *		13.7 *		14.0 *
%					21		33	29 *		33 *		34 *		34 *		35 *		36 *
%					5.9	7.2	9.5	10.9	11.8	12.6	13.3	12.4	12.6	13.7	13.7	13.9	14.3	13.7

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

NFL LIVE ← NFL GAME 1
MIAMI VS CHICAGO
(1:00-4:05)(PAE)

{					3,620		6,150											
%					4.0		6.8	6.0 *		6.7 *		7.6 *		7.3 *		6.9 *		6.6 *
%					13		18	17 *		18 *		20 *		19 *		18 *		17 *
%					3.8	4.2	5.6	6.4	6.7	6.7	7.3	8.0	7.5	7.1	7.0	6.7	6.4	6.8

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

	10.1		10.1		10.4		8.7		9.0		9.1		9.5		9.3		9.5
	33		33		33		25		24		24		25		24		24

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	3.3		3.5		3.4		2.8		2.7		2.7		3.1		3.0		2.9
	11		12		11		8		7		7		8		8		7

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	1.7		1.4		1.2		1.1		1.4		1.0		1.0		1.2		1.2
	6		5		4		3		4		3		3		3		3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

	4.9		6.0		4.8		4.9		4.7		4.7		4.6		4.8		5.3
	16		20		15		14		13		12		12		12		14

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

	4.2		2.9		2.6		2.3		2.0		2.1		2.0		2.0		2.1
	14		10		8		7		5		6		5		5		5

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	38.8	38.0	38.2	38.2	38.4	38.7	38.6	39.2	40.9	42.5	43.5	43.9						

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%
%

ABC WRLD NEWS
TONIGHT-SUN

7,320
8.1
19
8.1 8.0

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%
%

US OPEN TENNIS-SU-RA(OUT
(4:12-7:00)(PAE)

2,260																		
2.5	3.6	*		2.7	*		2.0	*		2.2	*		2.2	*		2.7	*	
6	9	*		7	*		5	*		6	*		5	*		6	*	
4.8	3.3		2.7	2.6		1.9	2.1		2.3		2.0		2.3		2.2		2.9	

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%
%

NFL GAME 2
VARIOUS TEAMS AND TIMES
(MULTI SEGMENT)(PAE)

12,570																		
13.9	12.3	*		14.1	*		15.0	*		14.0	*		14.3	*		14.3	*	
34	32	*		37	*		39	*		36	*		34	*		33	*	
10.8	13.3		14.0	14.1		14.9	15.3		14.0		14.3		14.4		14.4		14.2	

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

10.3		10.4		10.1		10.8		10.4		11.3								
27		27		26		28		25		26								

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.5		3.7		3.3		3.0		2.8		3.3								
9		10		9		8		7		8								

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.4		1.4		1.4		1.5		1.4		1.6								
4		4		4		4		3		4								

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.9		6.2		6.2		6.2		4.9		5.0								
15		16		16		16		12		11								

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.2		2.1		2.0		2.0		2.4		2.8								
6		5		5		5		6		6								

U.S. TV HOUSEHOLDS: 90,400,000

For explanation of symbols, See page B.